

homepilot

Your home in the palm of your hand



homepilot

A Midpoint Proposal by Adalene Teh (03771764)

Graduate School of Web Design & New Media

Date of presentation: xx/xx/2014 Time of Presentation: xx:00 PM



The story started from my mum's house.



I lived in a two story house when I was a kid.

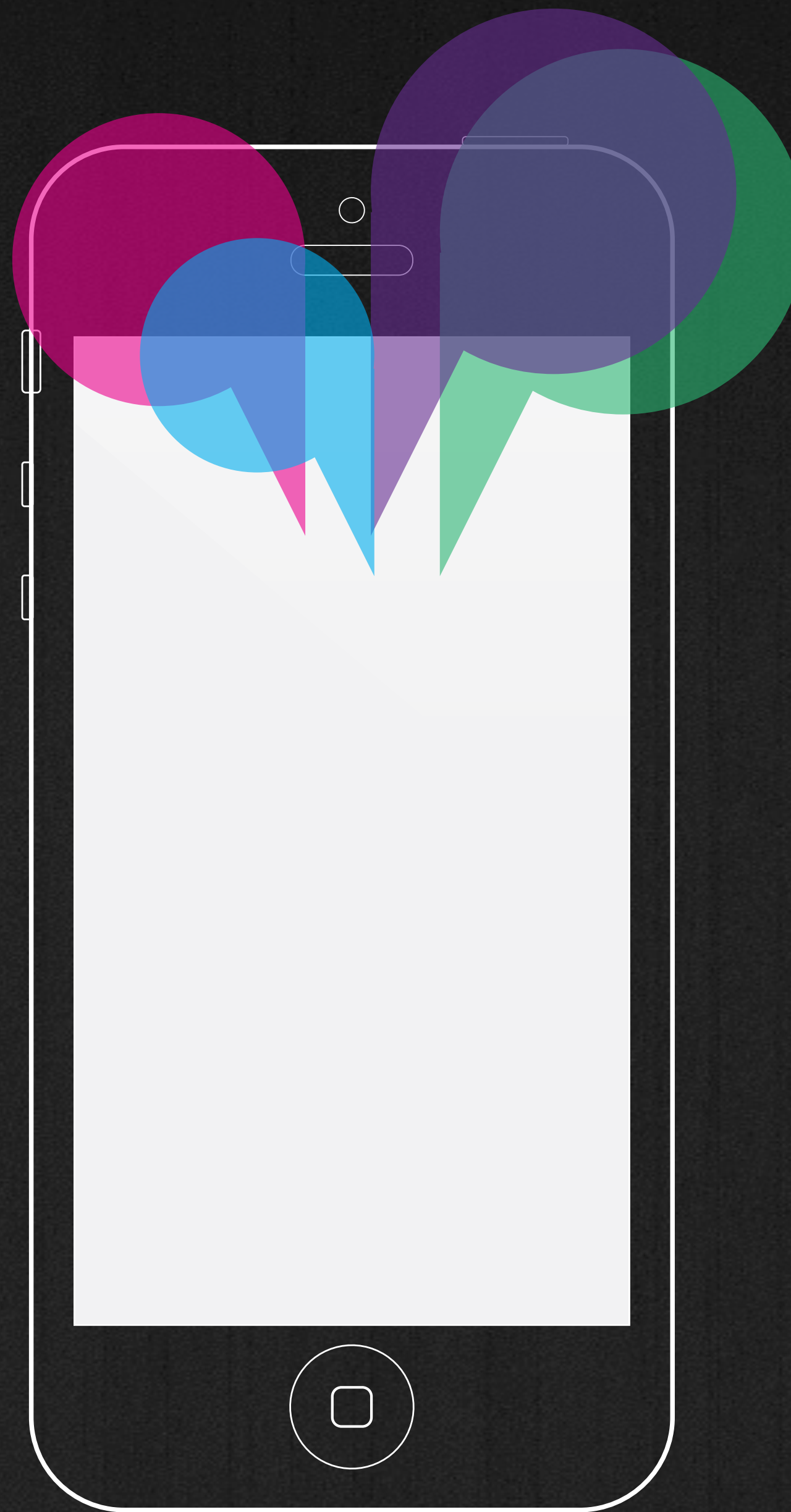


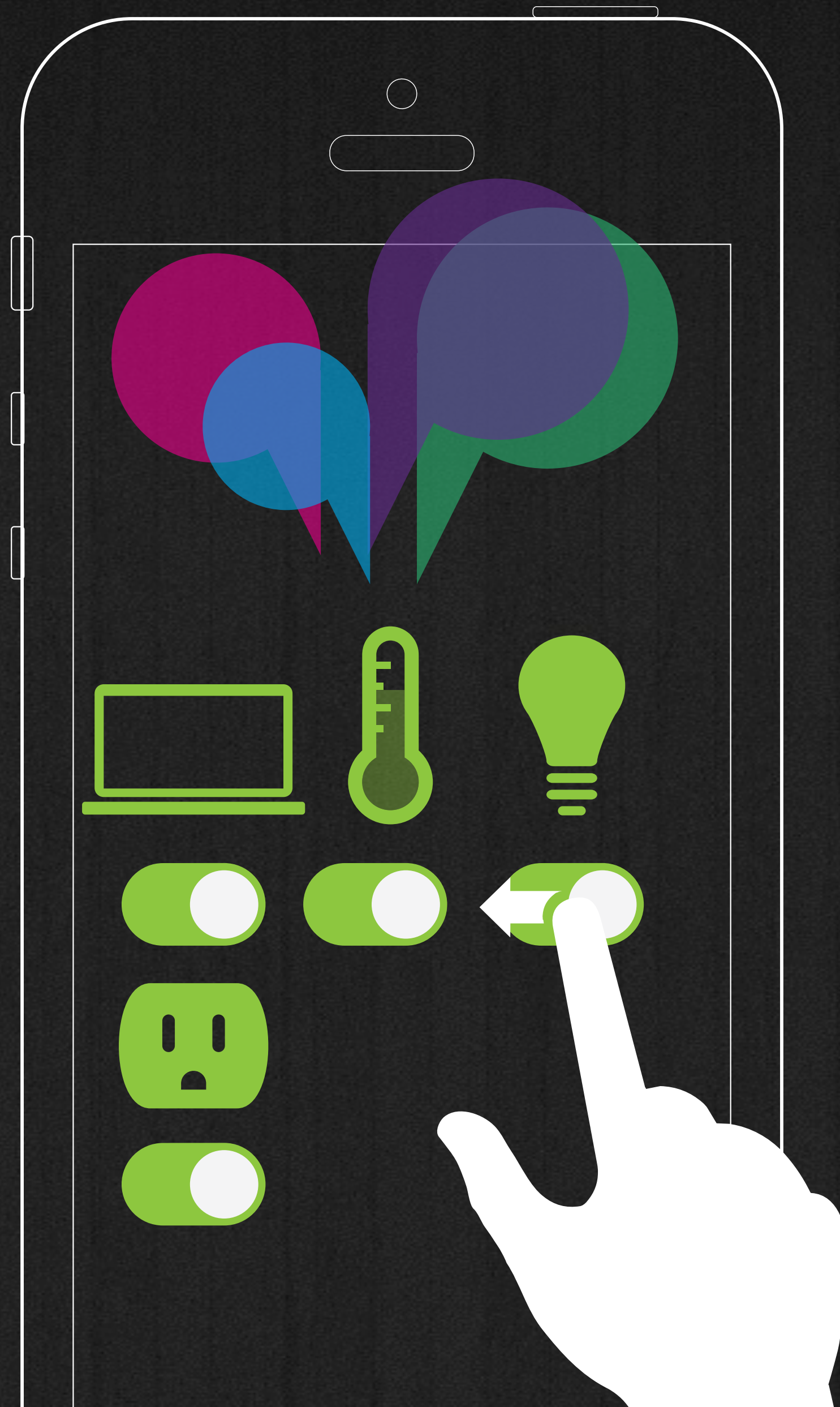
My mother always

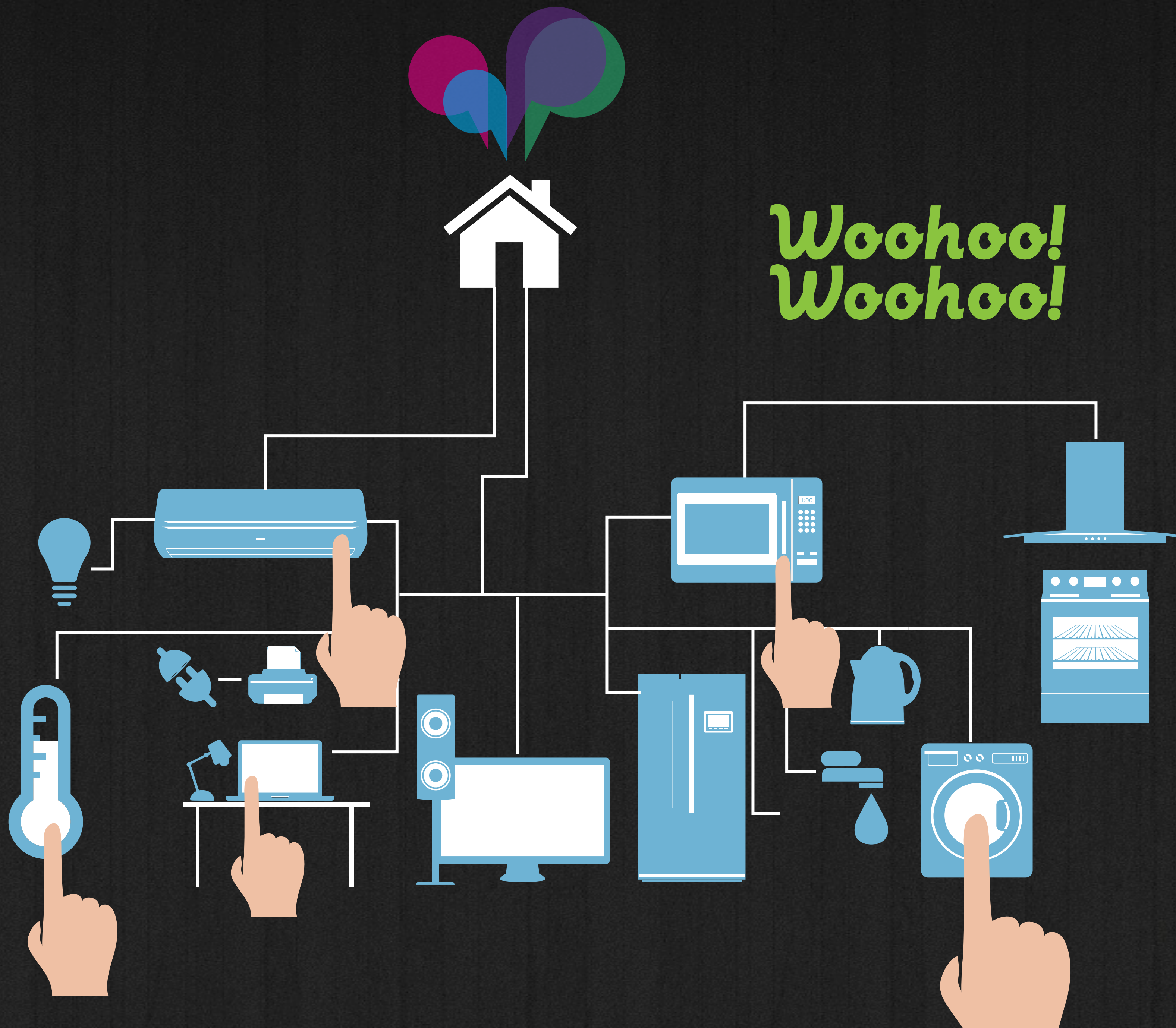


so I always had to run between the first and second floor.
But I didn't want to pause my game or TV as I was in the
moment – **very annoying** :(

Therefore, **I wish I would have had a remote control** so I could control such trivial devices while I was focusing on my favorite TV show or even better...she could control them herself! It would have made my life easier and happier.



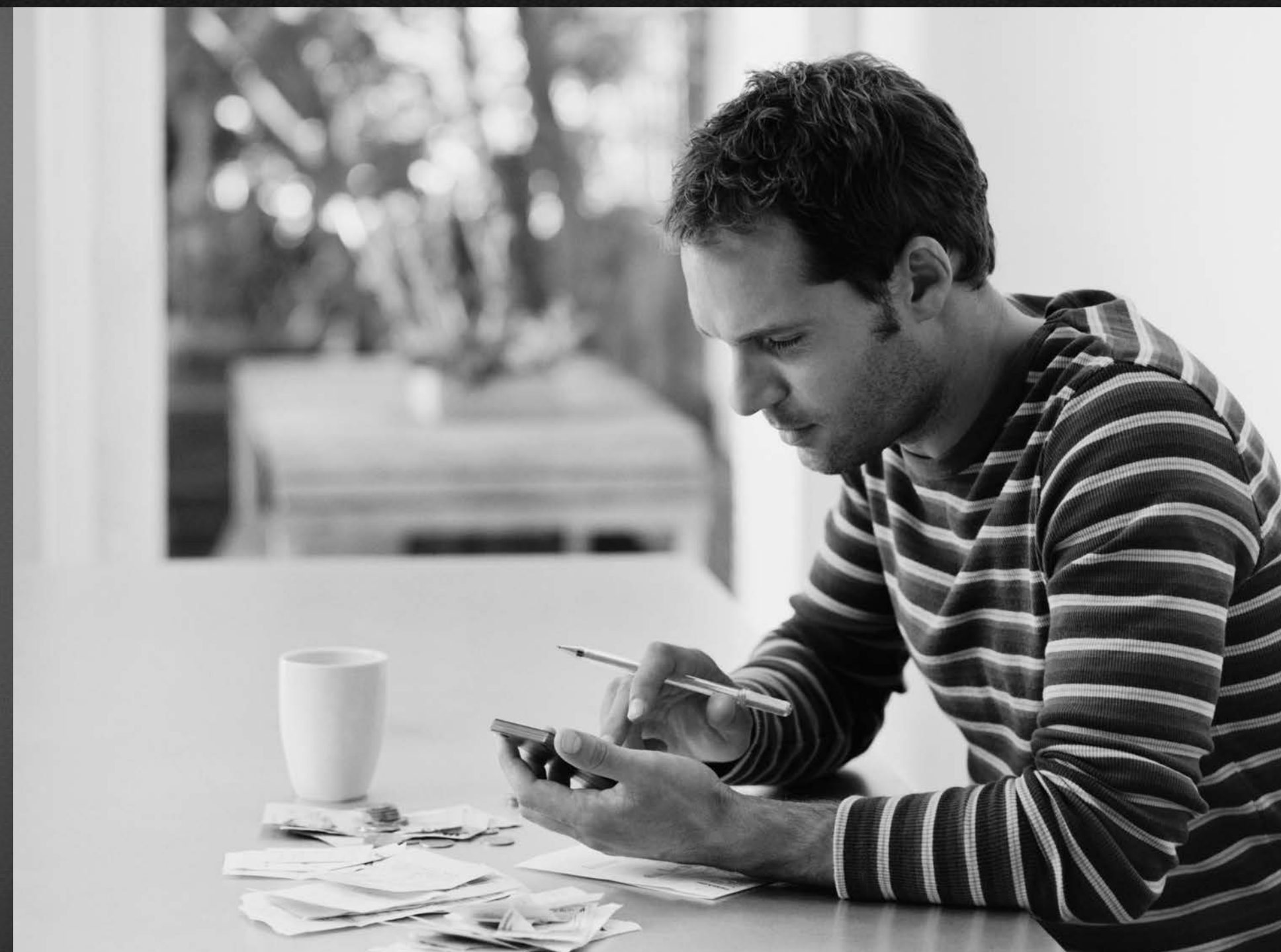




Woohoo!
Woohoo!



SAVE TIME



SAVE MONEY

Hectic Lifestyle

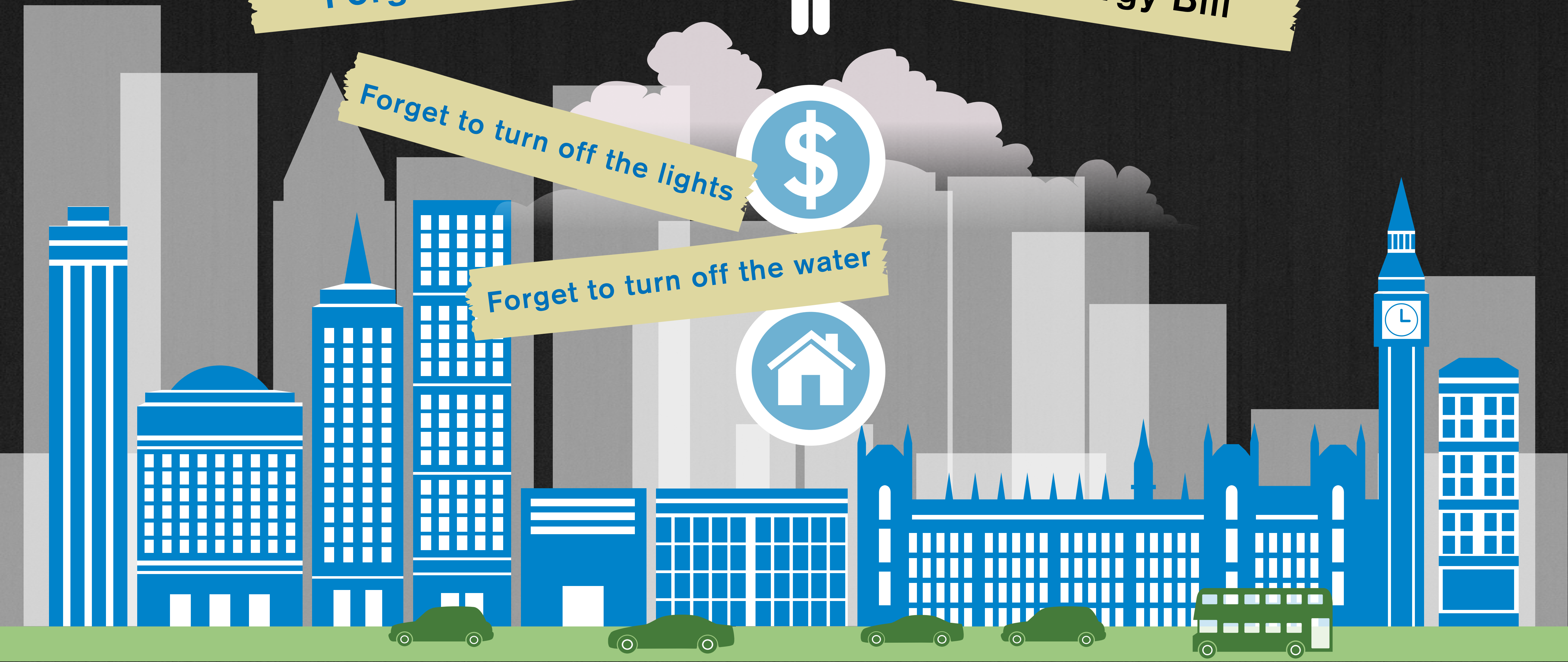
Forget Stuff

Forget to turn off the lights

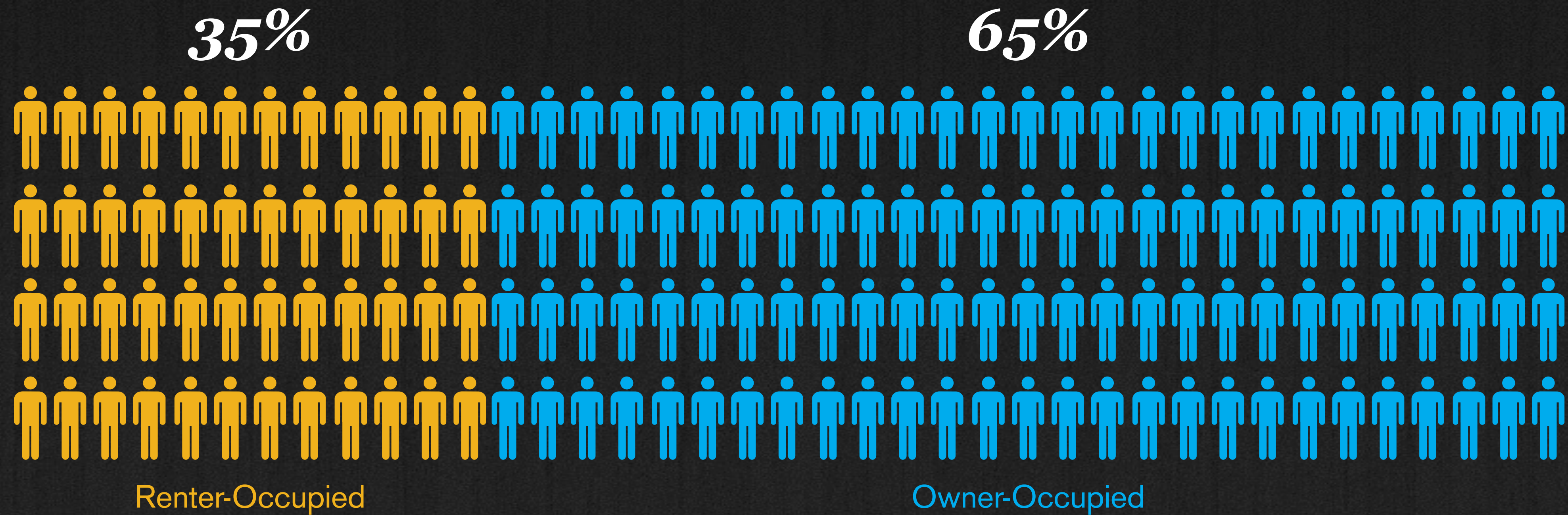
Forget to turn off the water

Energy Wasted

High Energy Bill



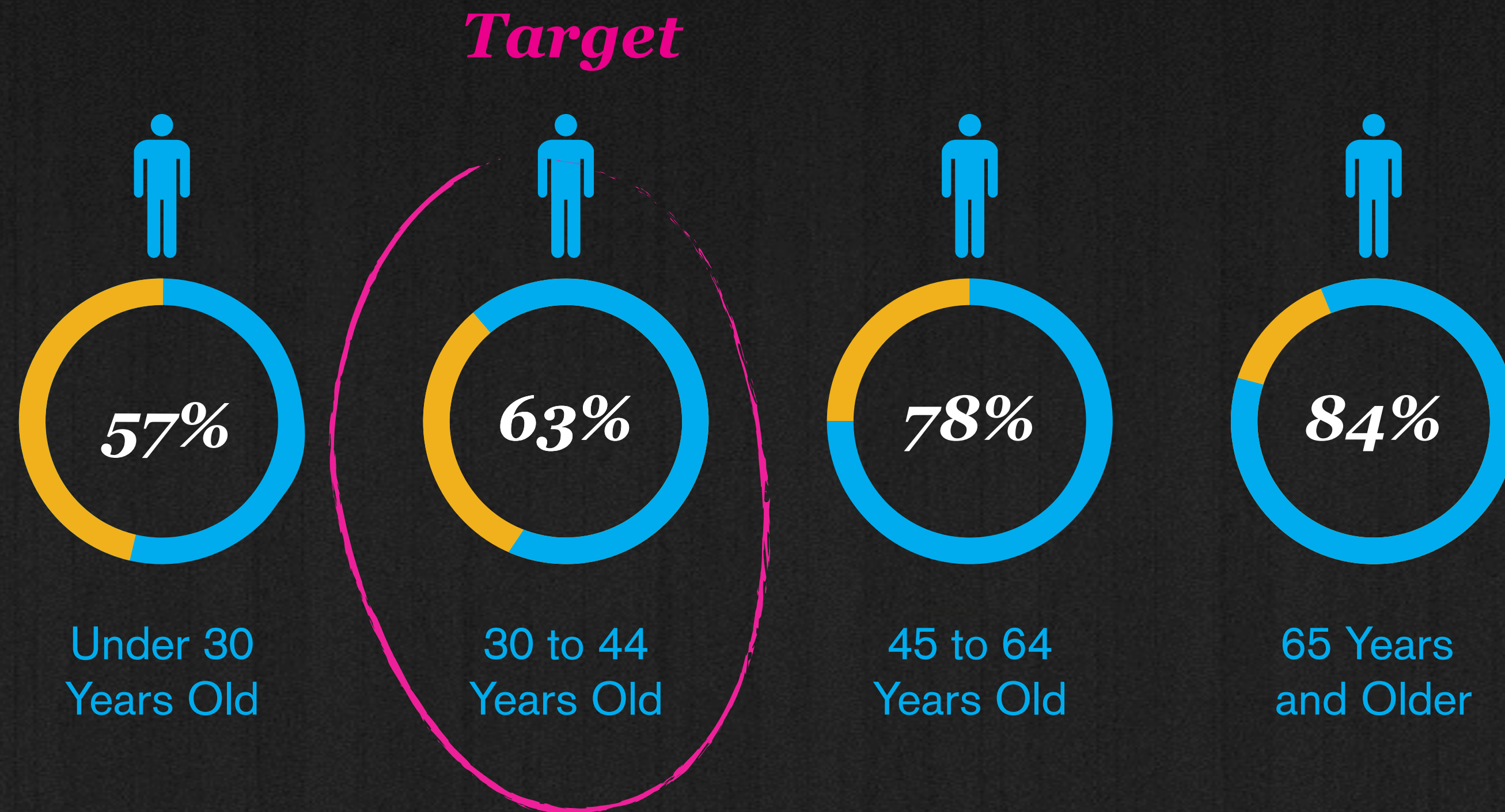
High Energy Bill



U.S. Households

<http://www.nmhc.org/Content.cfm?ItemNumber=55508>

Source: NMHC tabulations of 2012 Current Population Survey, Annual Social and Economic Supplement, U.S. Census Bureau (<http://www.census.gov/cps>). Updated October 2012.



People in Owner-Occupied Housing

<http://www.nmhc.org/Content.cfm?ItemNumber=55508>

Source: NMHC tabulations of 2012 Current Population Survey, Annual Social and Economic Supplement, U.S. Census Bureau (<http://www.census.gov/cps>). Updated October 2012.

\$53,046



U.S. Total

\$61,400



California

\$74,922



San Francisco, Oakland
Fremont, CA Metro Area

In 2008-2012

The average **household income** in the United States

34%

of 25-71 ages'
Americans are
spending on
housing in a
year



Median household income,
by age of householder, 2012

to save money

25-34

\$51,381

35-44

\$63,629

45-54

\$66,411

55-64

\$58,626

65-74

\$42,343



10,837 kWh

ANNUAL

In 2012, the average annual electricity consumption for a U.S. residential utility customer was 10,837 kWh, an average of 903 kilowatthours (kWh) per month.

How much electricity does an American home use?



\$ 107.28

\$ 11.88
(Average Price)



\$ 87.91

\$ 15.35
(Average Price)

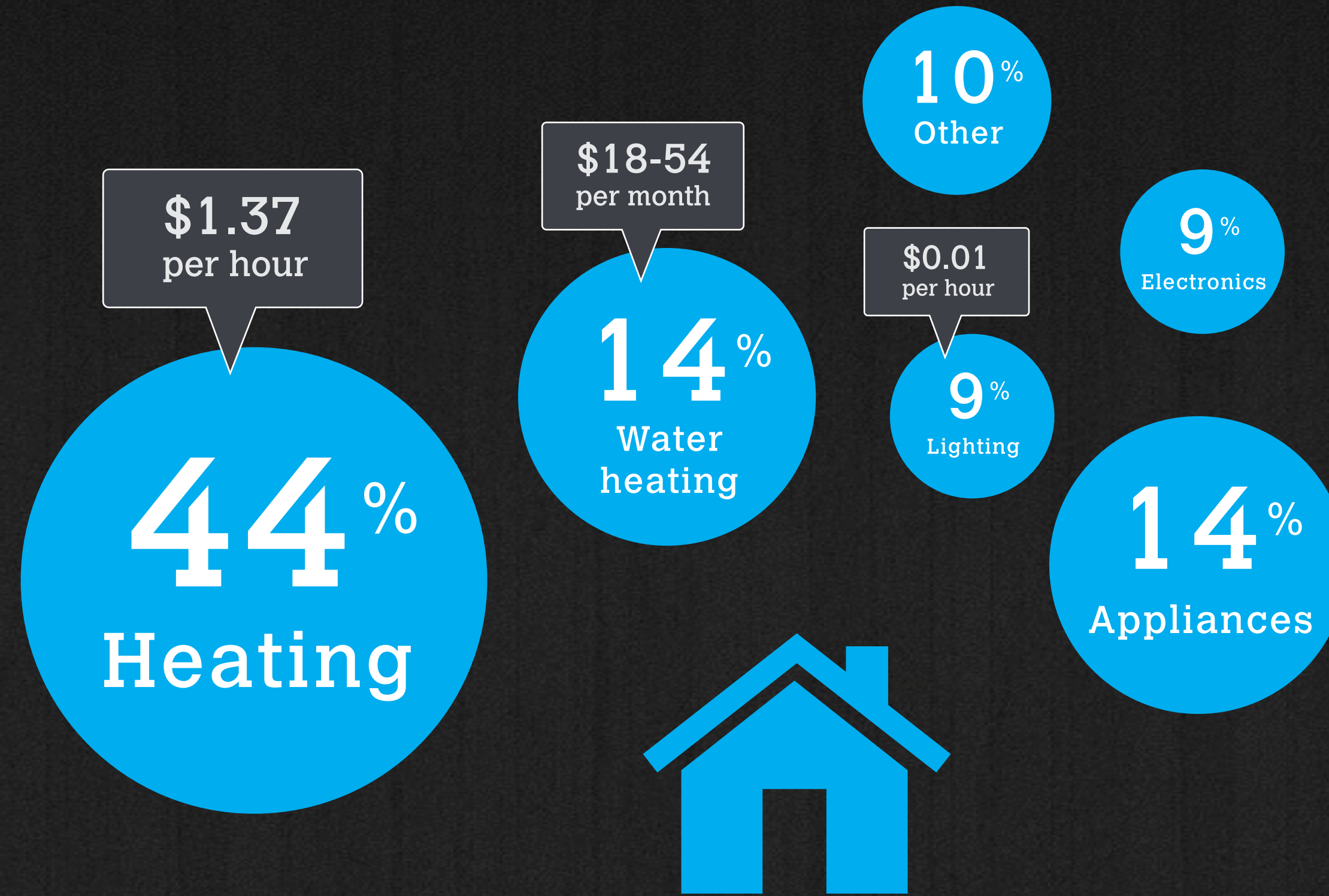


\$ 106.14

\$ 17.62
(Average Price)

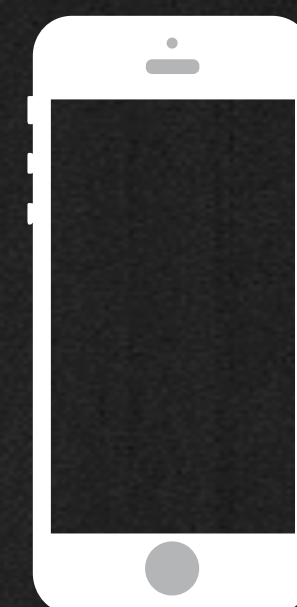
In 2012

The average monthly bill in the United States



The average monthly energy bill broken down by category in the United States

American Lifestyle



on average

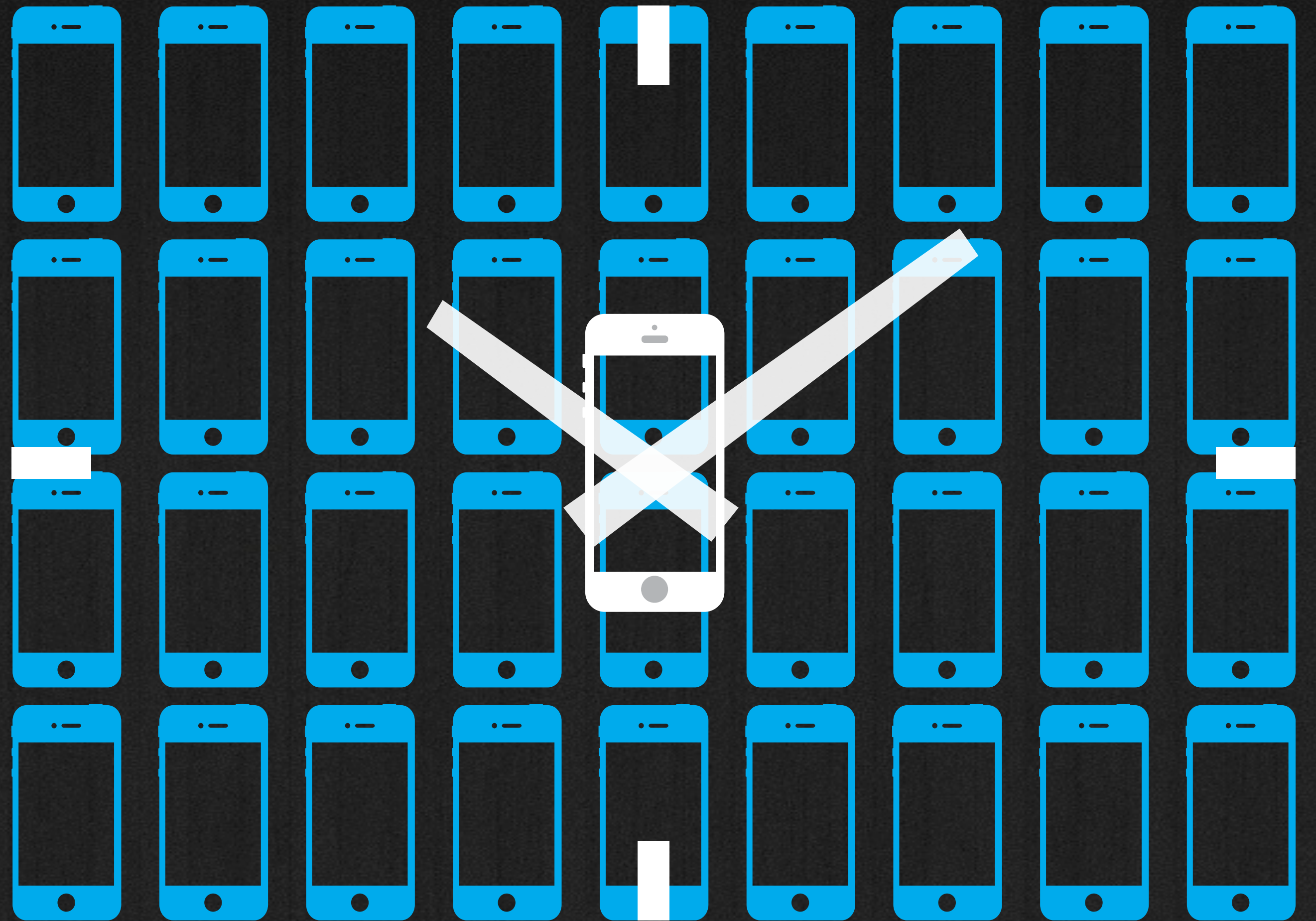
People check their phones

150

TIMES A DAY

That's Every

6.5 MINUTES



86%

of mobile internet
users are using
their devices while
watching tv

75%

of Americans
bring their
phones to the
bathroom

68%

of Americans place
their mobile phone
next to their bed
while sleeping at
night

Smarthome Future

Monitoring energy usage

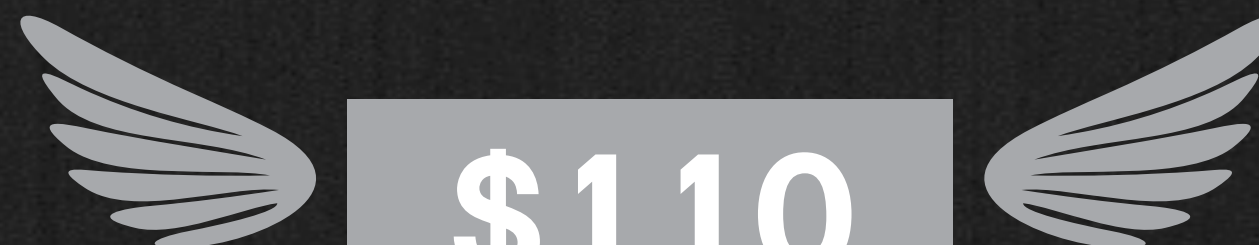
on average,
people with home automation
receive home insurance savings of

20%

or

\$1,154
a year

The average household
energy bill is



\$110



each month

But with home
automation you'd save



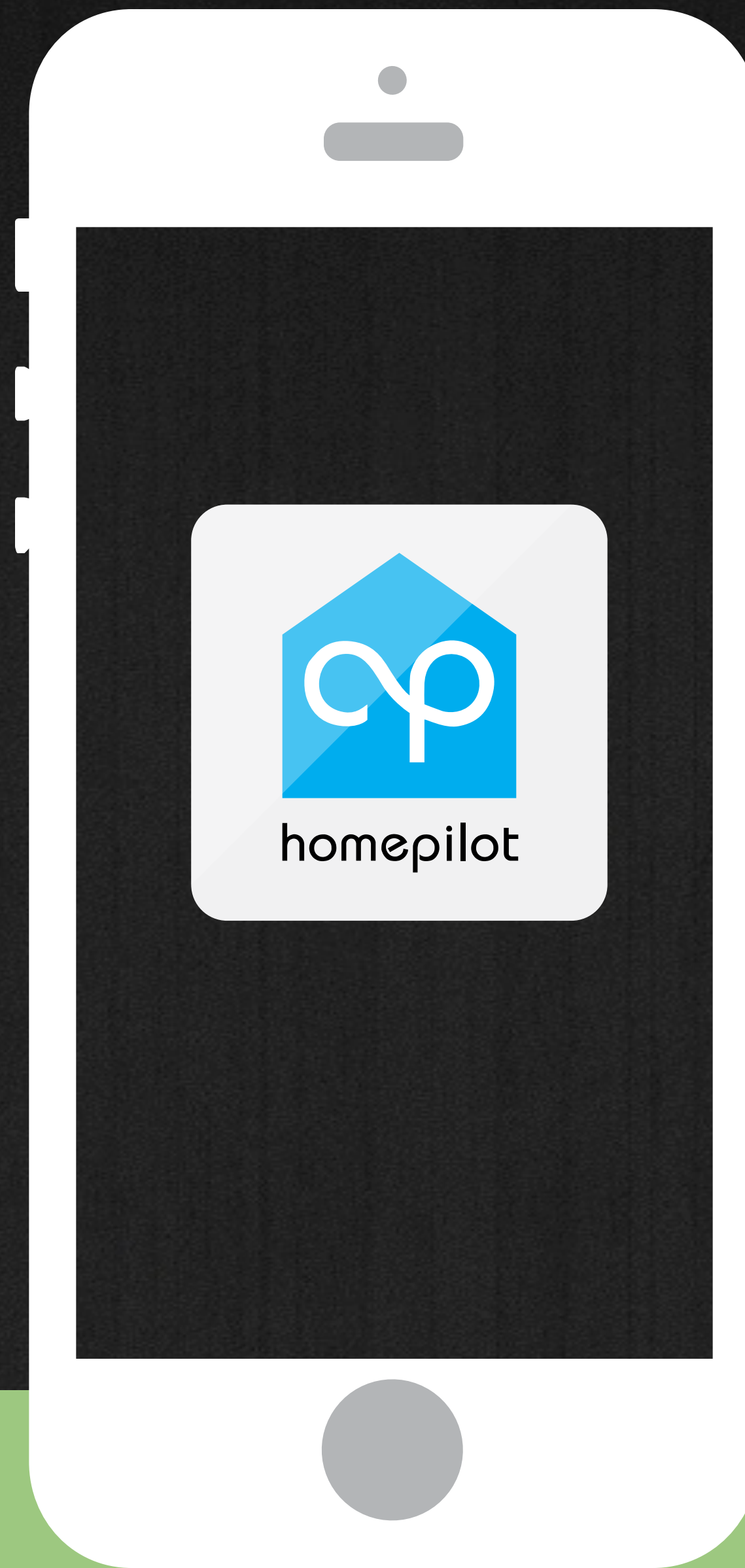
\$16.50



or

\$198
per year

each month

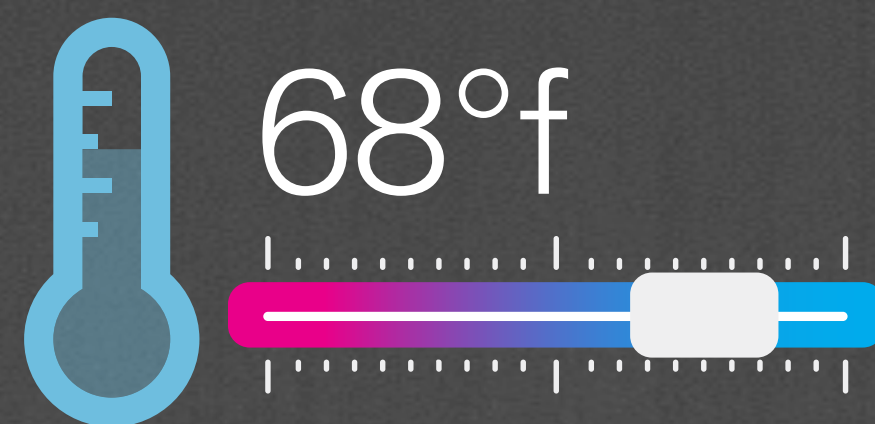




What is Home Pilot?

Home Pilot is an app on your smartphone to control the environment of your house and help you conserve electricity.





Monitor
your home
environment

Windows Setting 
3 windows are opened right now All Open / Close windows

Track
your home
environment

ENERGY BILLS



AUGUST 13, 2015

\$140.00

SEPTEMBER 13, 2015 **\$120.00**

Total energy save 20% (\$20.00)

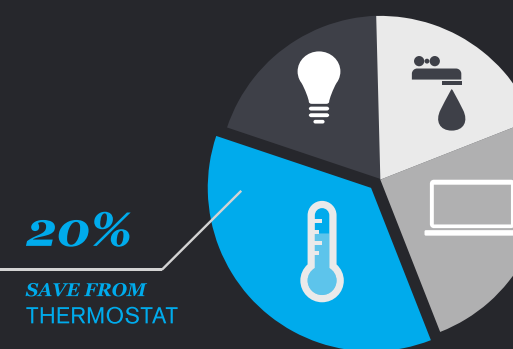
September 2015

This month energy used

S M T W T **F** S

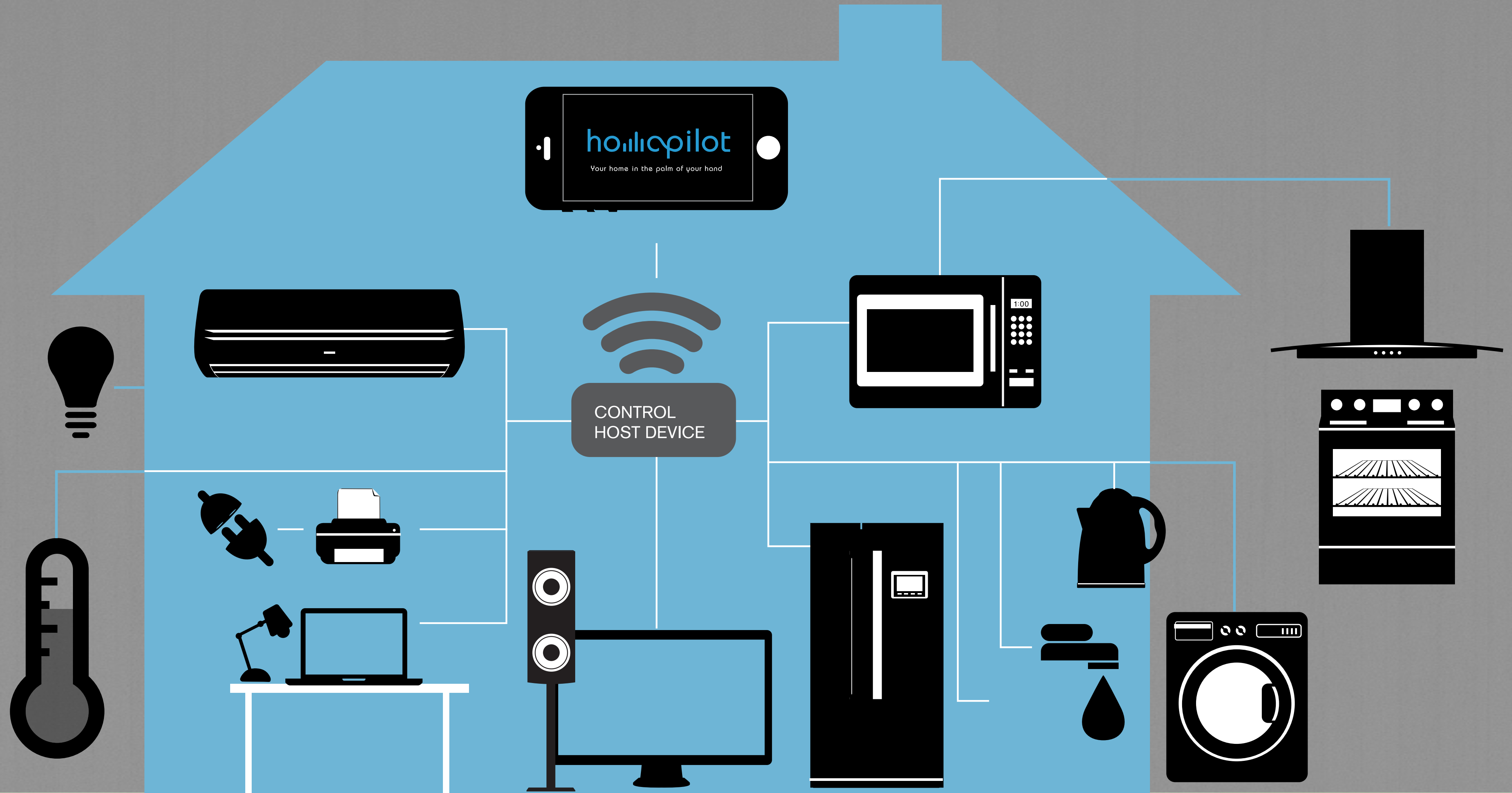
TODAY

AVG \$10



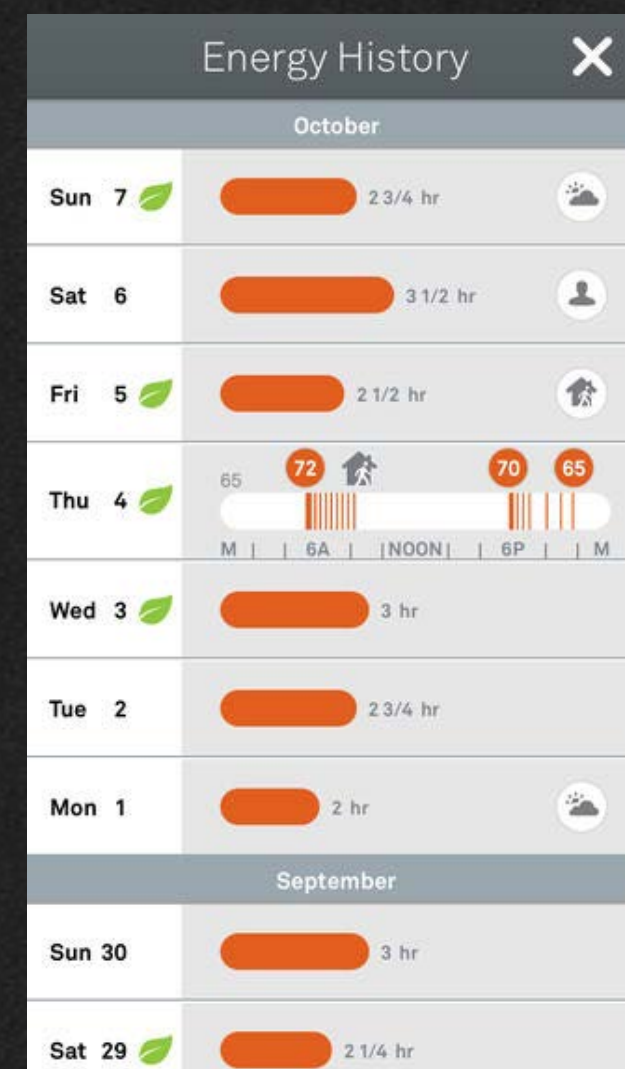
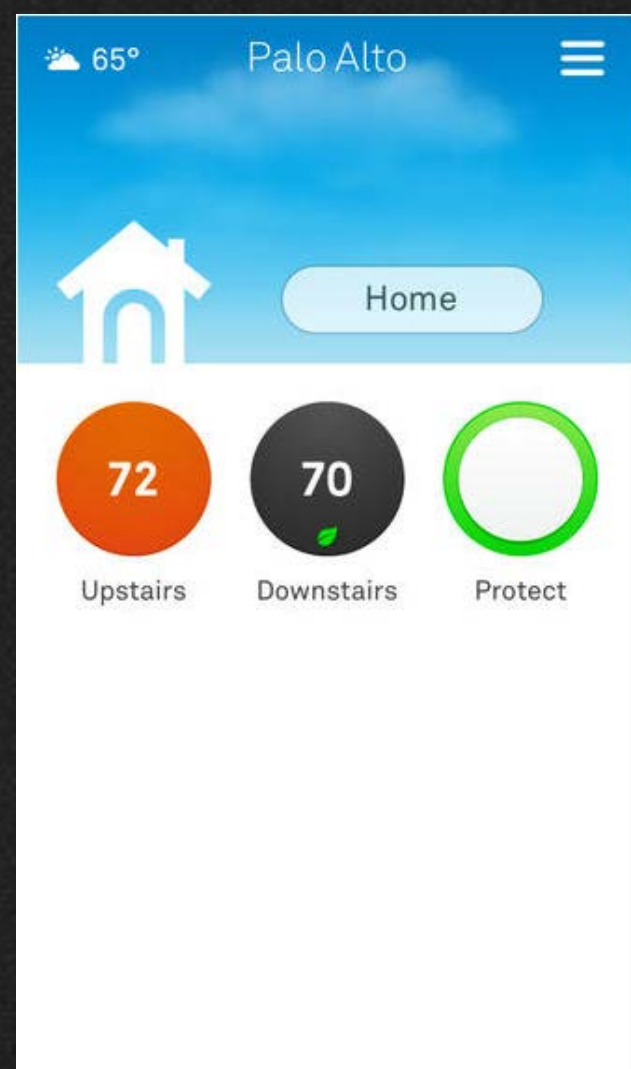
Review
your home
energy





COMPETITOR NEST APP

NEST is an app for iPhone, iPad or iPod touch where you monitor Nest Thermostat, Nest Protect smoke and other Nest products. The app helps you adjust the temperature on your Nest Thermostat and get notifications for important events, such as emergency alarm.



COMPETITIVE MATRIX



| APP | NEST | SAMSUNG | AT&T | XFINITY | ZULI | homepilot |
|---|------|---------|------|---------|------|-----------|
| FEATURES | | | | | | |
| Thermostat | | | | | | |
| Protect Smoke | | | | | | |
| Water Control | | | | | | |
| Digital Devices | | | | | | |
| Security System: Door | | | | | | |
| Camera | | | | | | |
| Lighting | | | | | | |
| Emergency Alarm | | | | | | |
| Timer | | | | | | |
| Reminder | | | | | | |
| Email | | | | | | |
| Weather Sensors | | | | | | |
| Energy Management (Months/Daily usage) | | | | | | |



HEY!

Rich People!

Target Audience

PRIMARY Target Audience

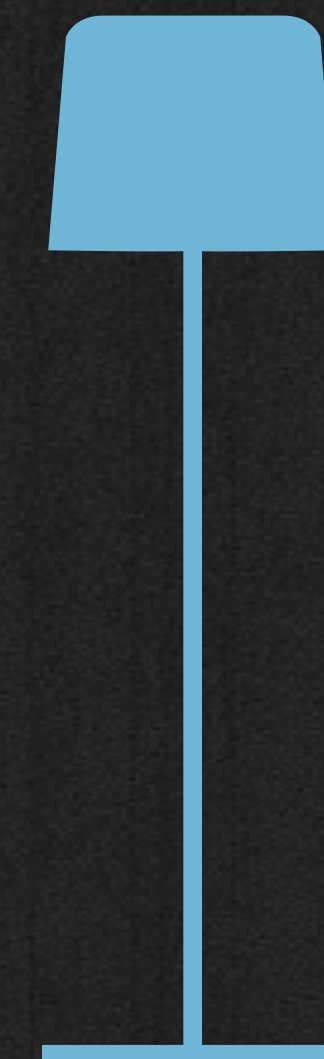
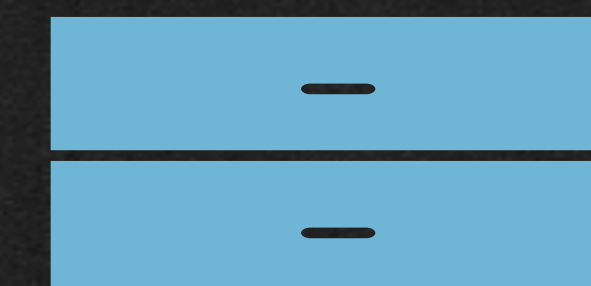


✓
30 to 44
Years Old

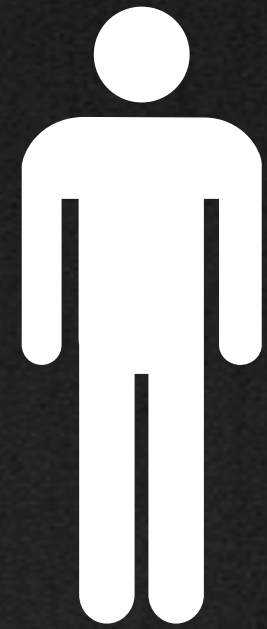


✓
house owner

✓
Rich people



SECONDARY Target Audience



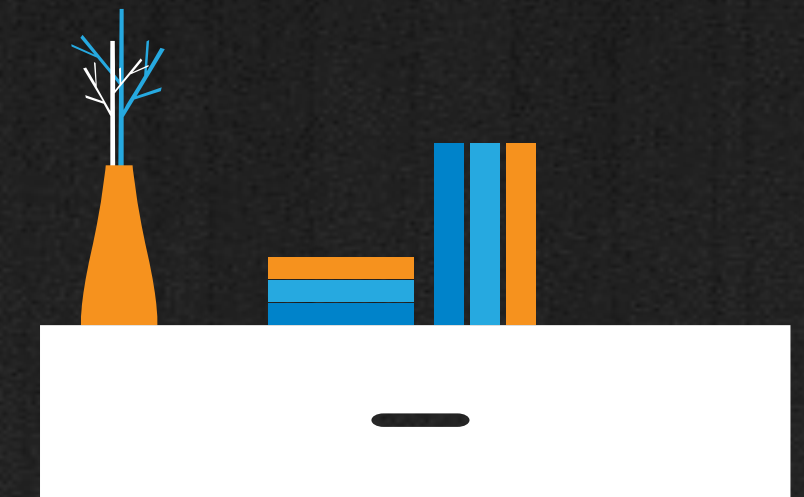
28 to 50
Years Old



house owner



Stable Income



TARGET PERSONAS



Peter

Age: 35
Sex: male
Marital Status: Single
Home Ownership: New House Owner



Ryan Evans

Age: 38
Sex: male
Marital Status: Married
Home Ownership: House Owner



Stella

Age: 40
Sex: female
Marital Status: Married
Home Ownership: House Owner



Target User Persona # 2

Ryan Evans

Age 38

Sex male

Marital Status Married

Home Ownership House Owner

Current Location London, United Kingdom

Original Country Manchester, United Kingdom

Education: MS Data and Telecommunications

Occupation Founder & Developer at pubble.co

Background Software Engineer

Tech savvy 4 stars

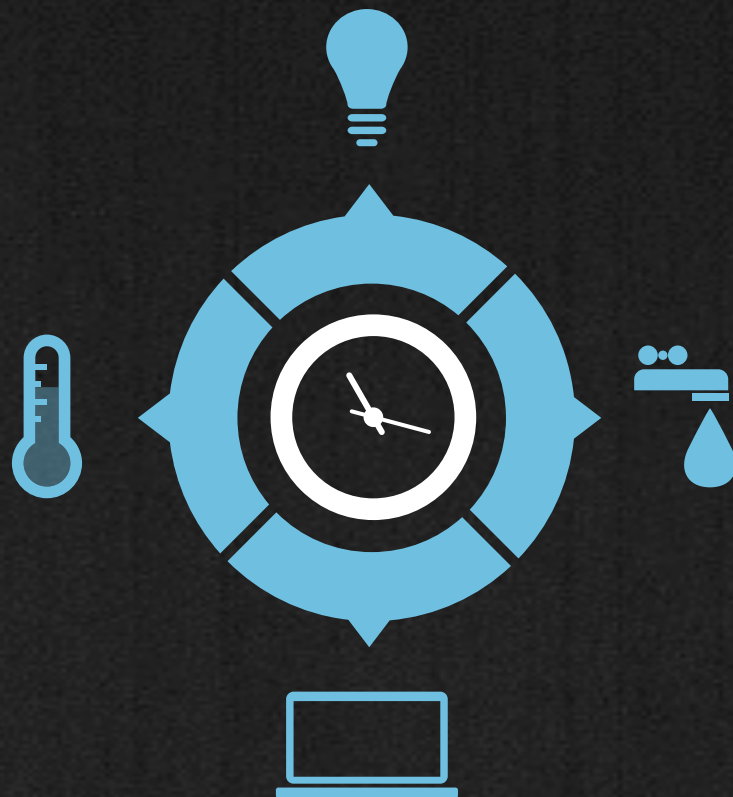
DEVICES





Evans's expectation of home pilot

"I hope home pilot can help me to save a lot of time!"



Task Flow For Evans



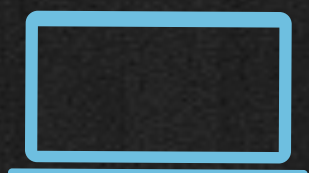
control



Movies time



control



Open smart devices



Turn on the kettle in kitchen while he is watching movie



control



Save Time



Get Happy Coffee and Movie time



Target User Persona # 1

Peter

Age 35

Sex male

Marital Status Single

Home Ownership New House Owner

Current Location San Francisco, United States

Original Country Spain (Barcelona)

Education: MFA Animation and VFX

Occupation 3D Technical Lead

Background photography undergrad,
graduate in animation and VFX

Tech savvy 5 stars

DEVICES



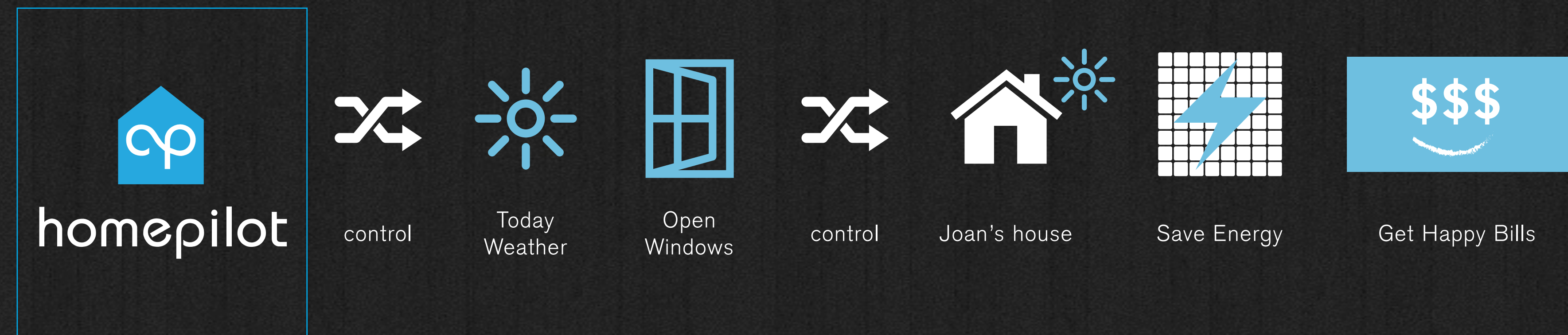


Peter's expectation of home pilot

"I hope home pilot app can help me to save a lot of monney!"

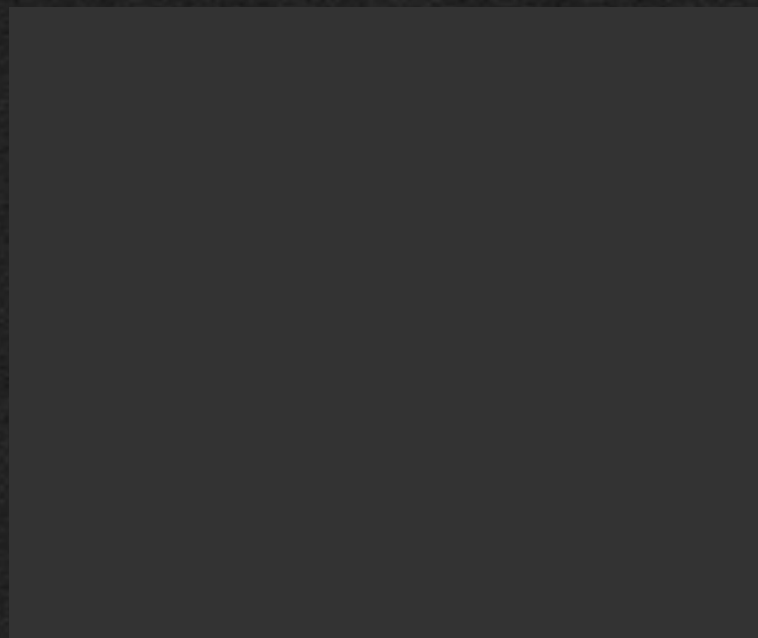
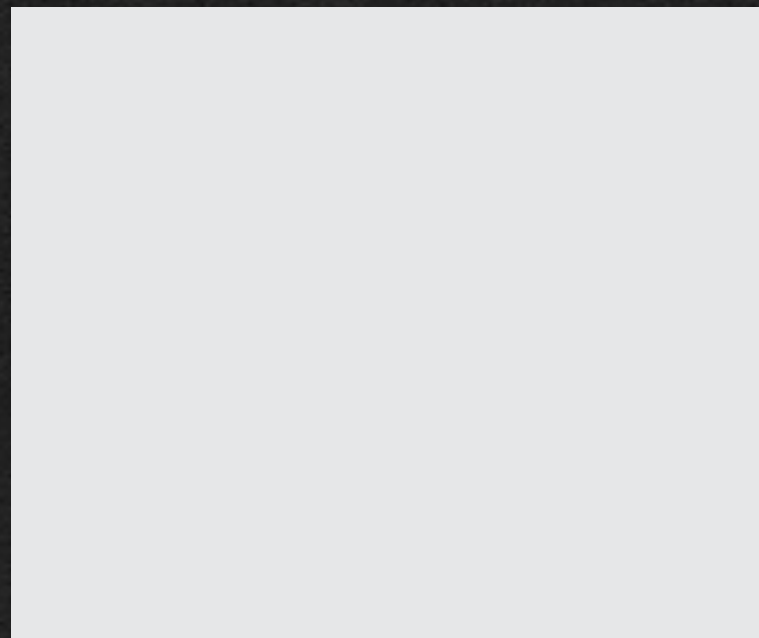
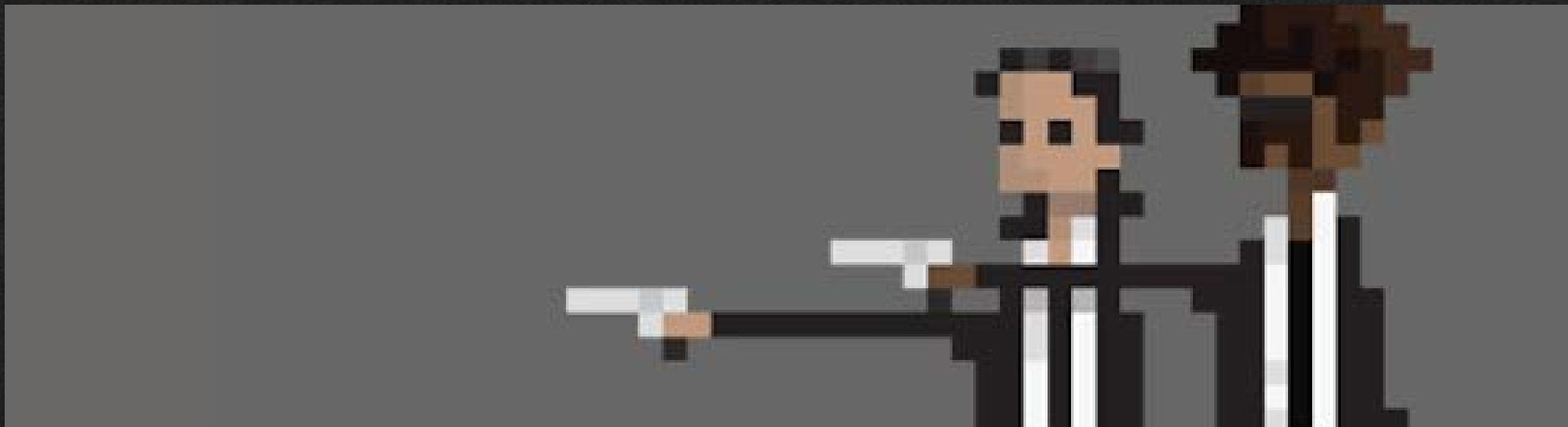
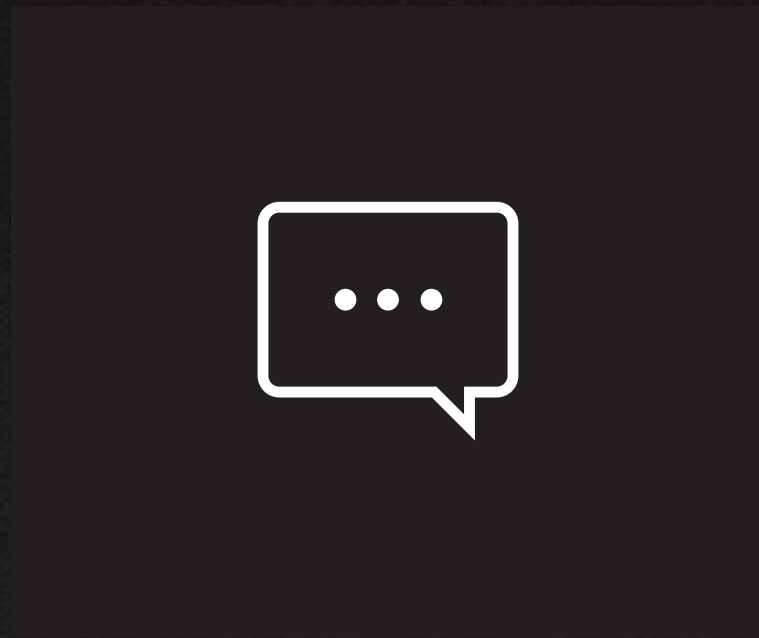
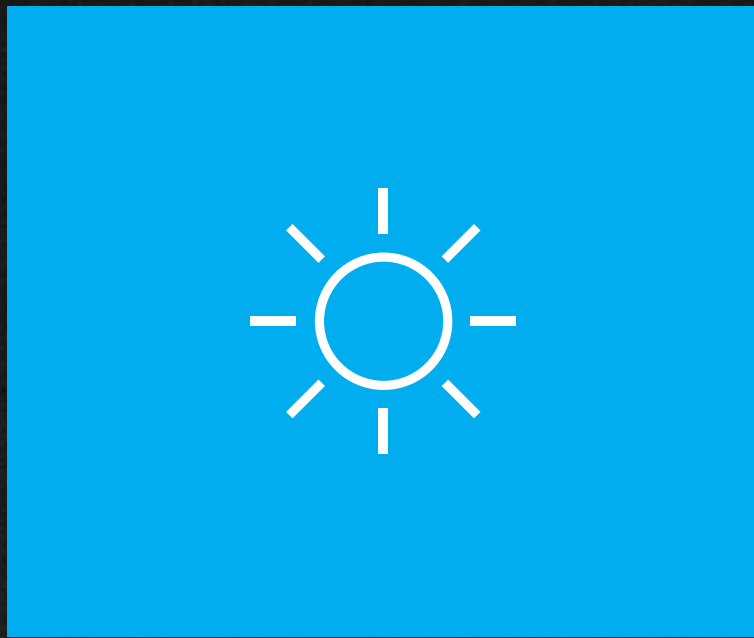


Task Flow For Peter



VISUAL DESIGN



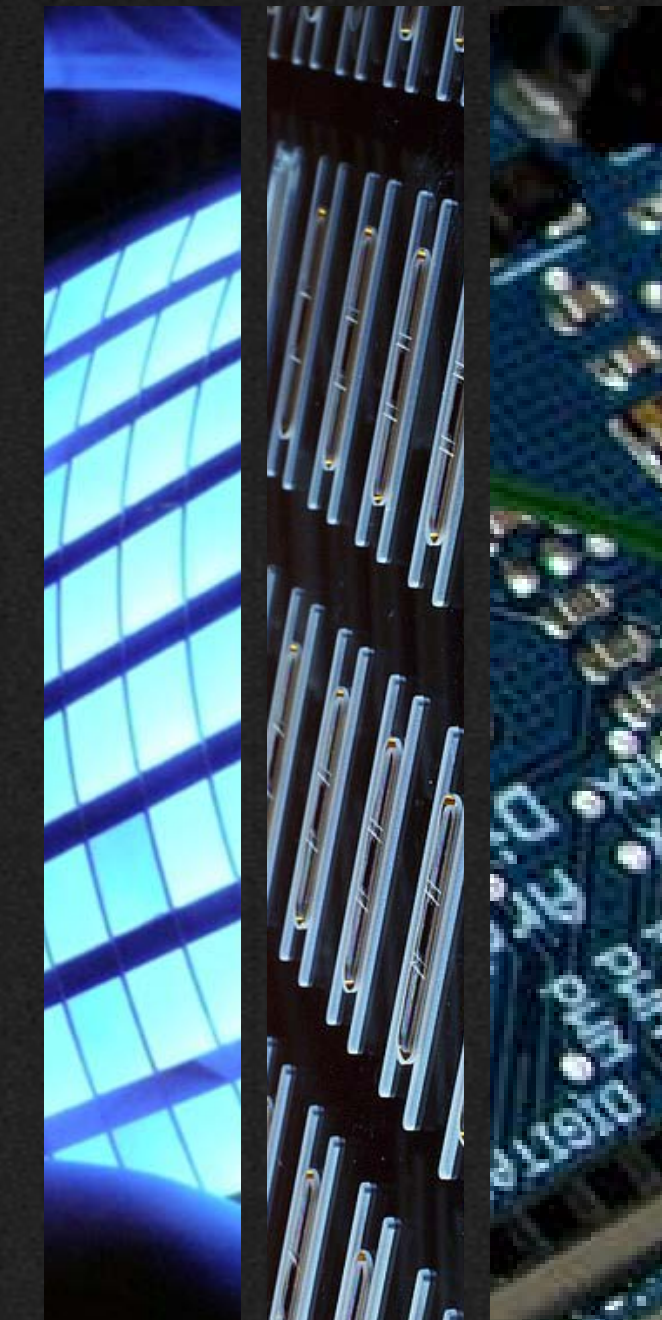


Moodboard # 0

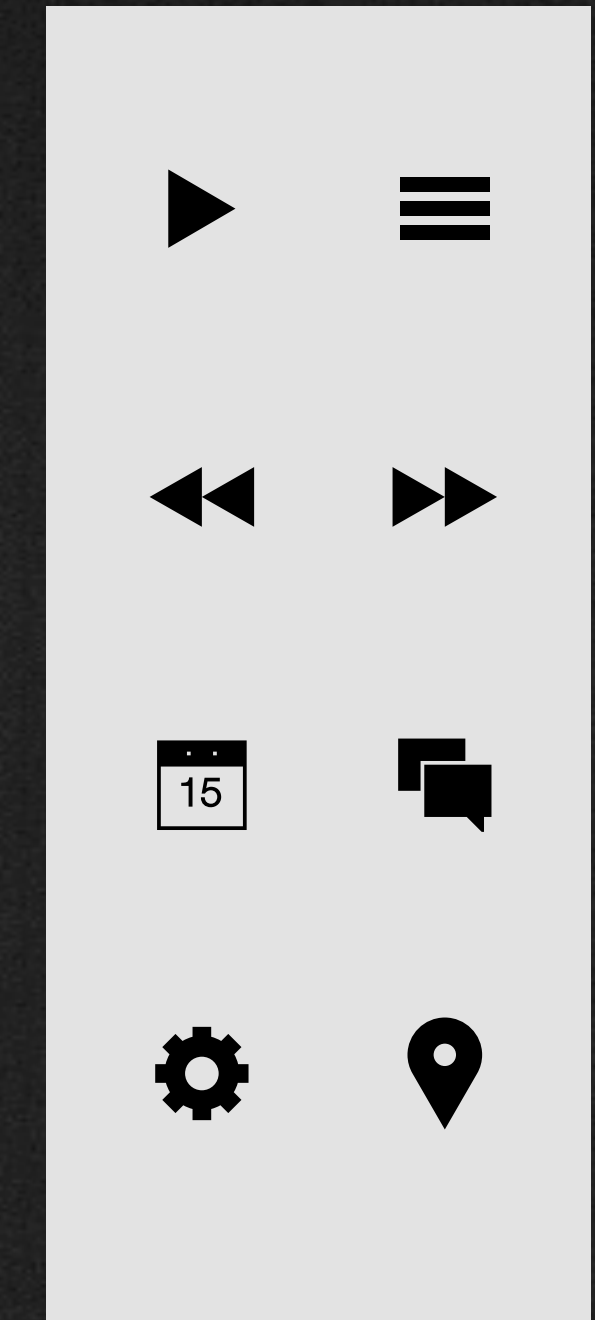
style high tech, innovate, futuristic



Texture



Full Icons



TYPOGRAPHY

QWERTYUIOPASDFGHJKLZXCVBN-
M{}|!:"<>?!@#\$\$%^&*()!1234567890

Typeface: Akzidenz Grotesk

LOGO DESIGN -00-

Style: Simple and tech feel



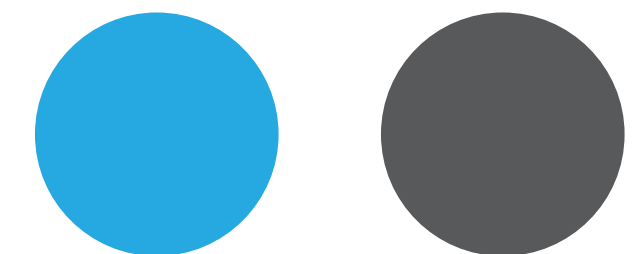
GRAPHIC ELEMENTS



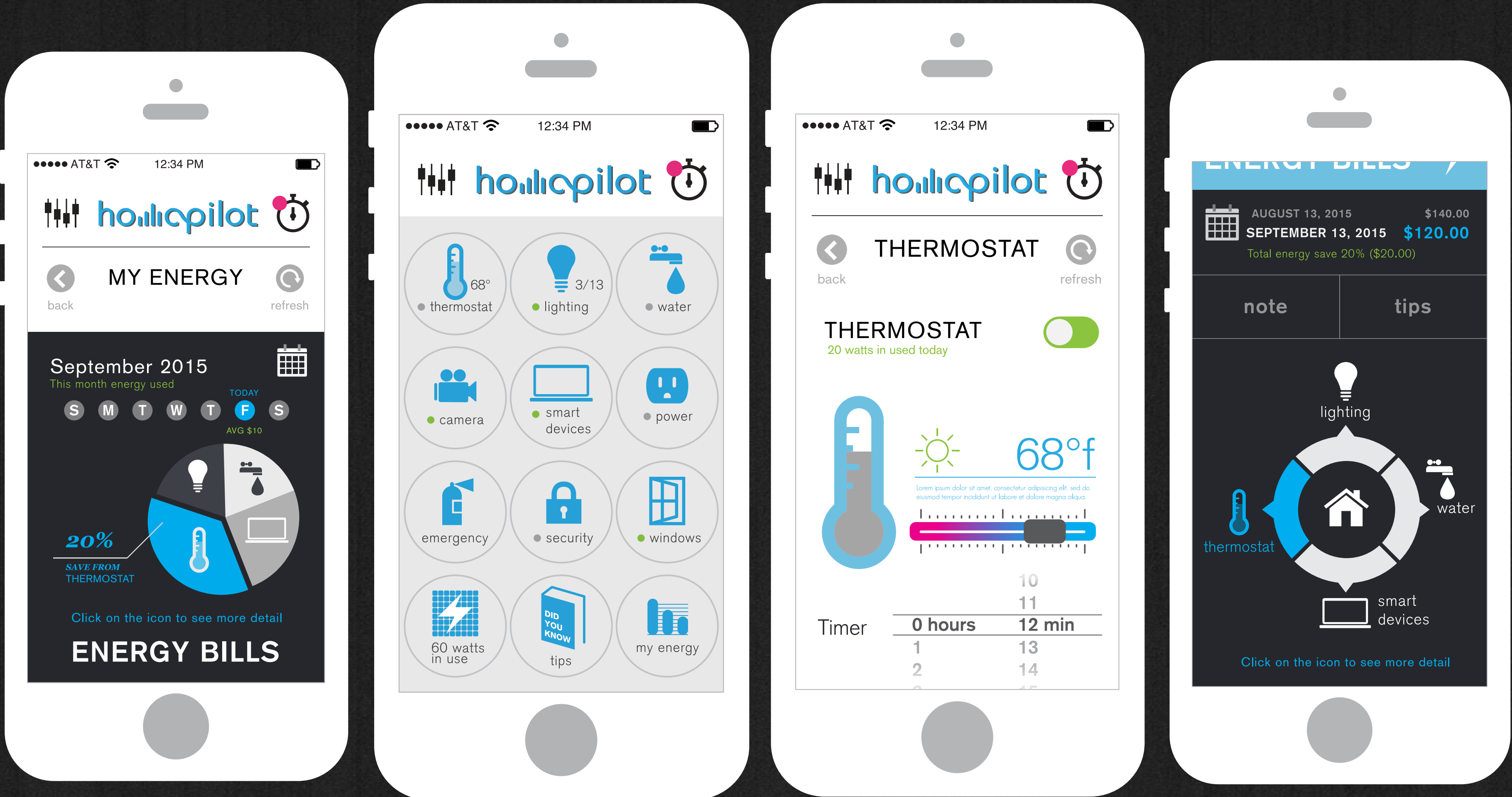
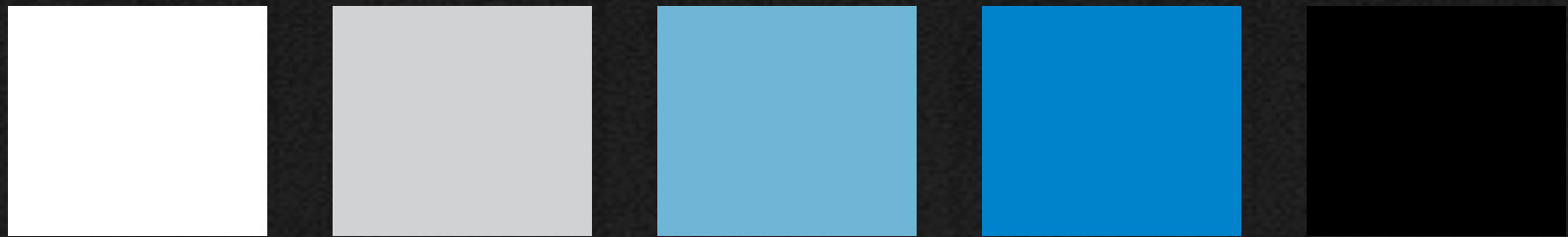
SUPPORT ELEMENTS



COLOR PALETTE

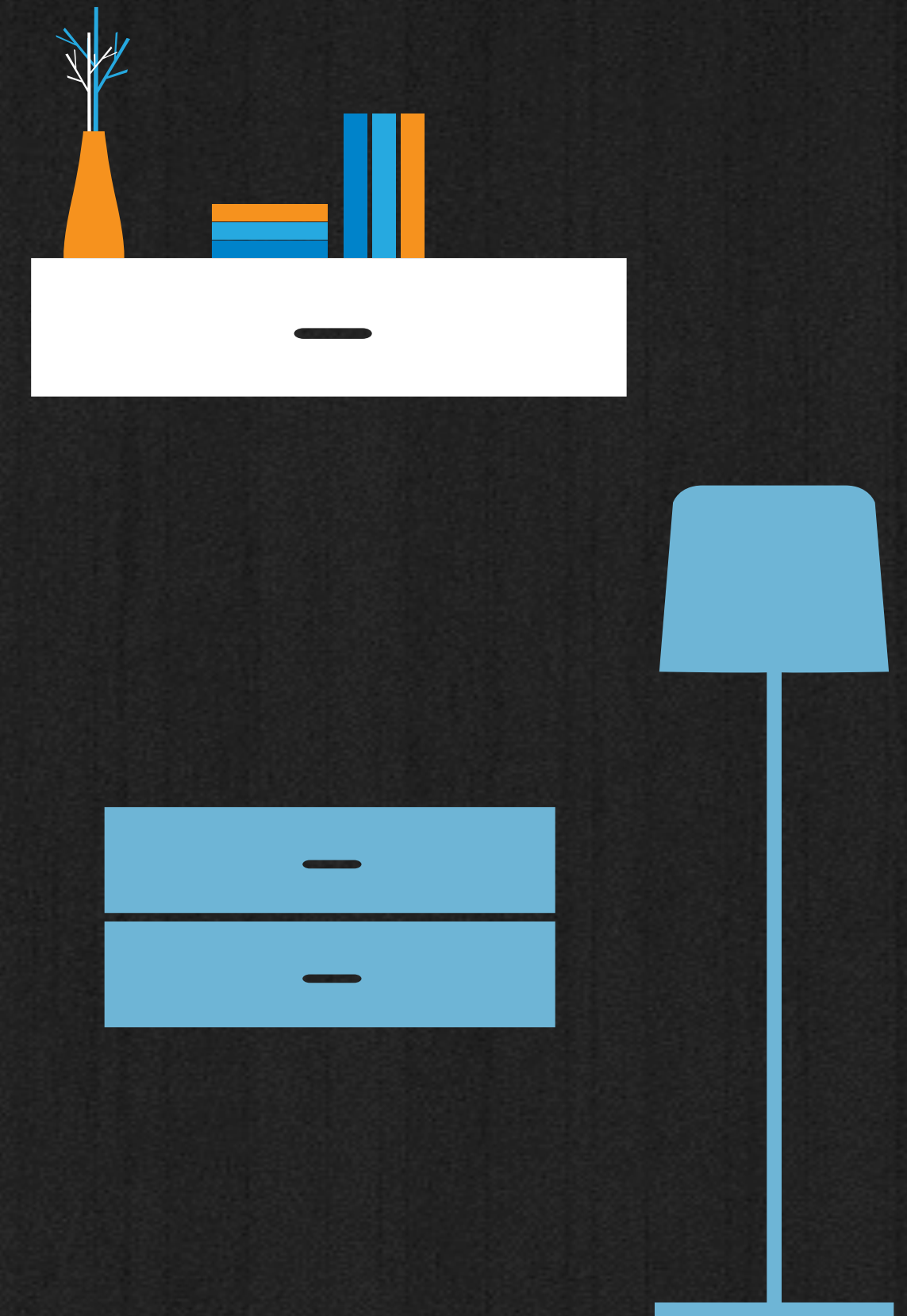
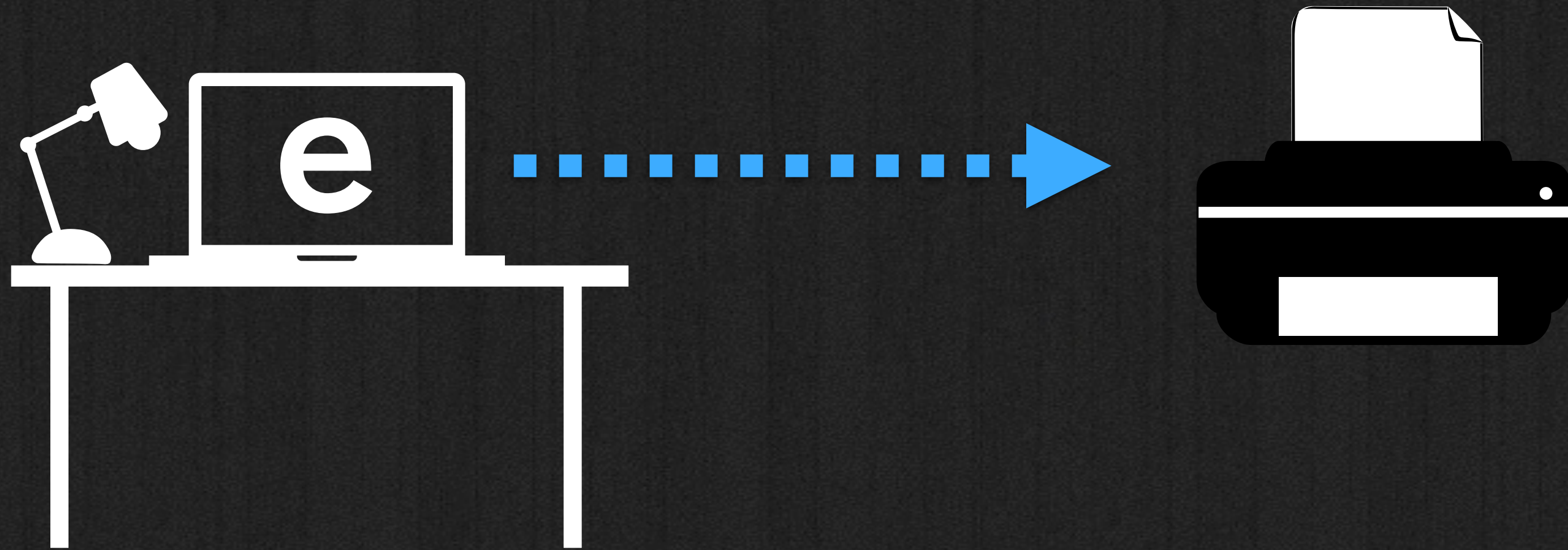


USER INTERFACE



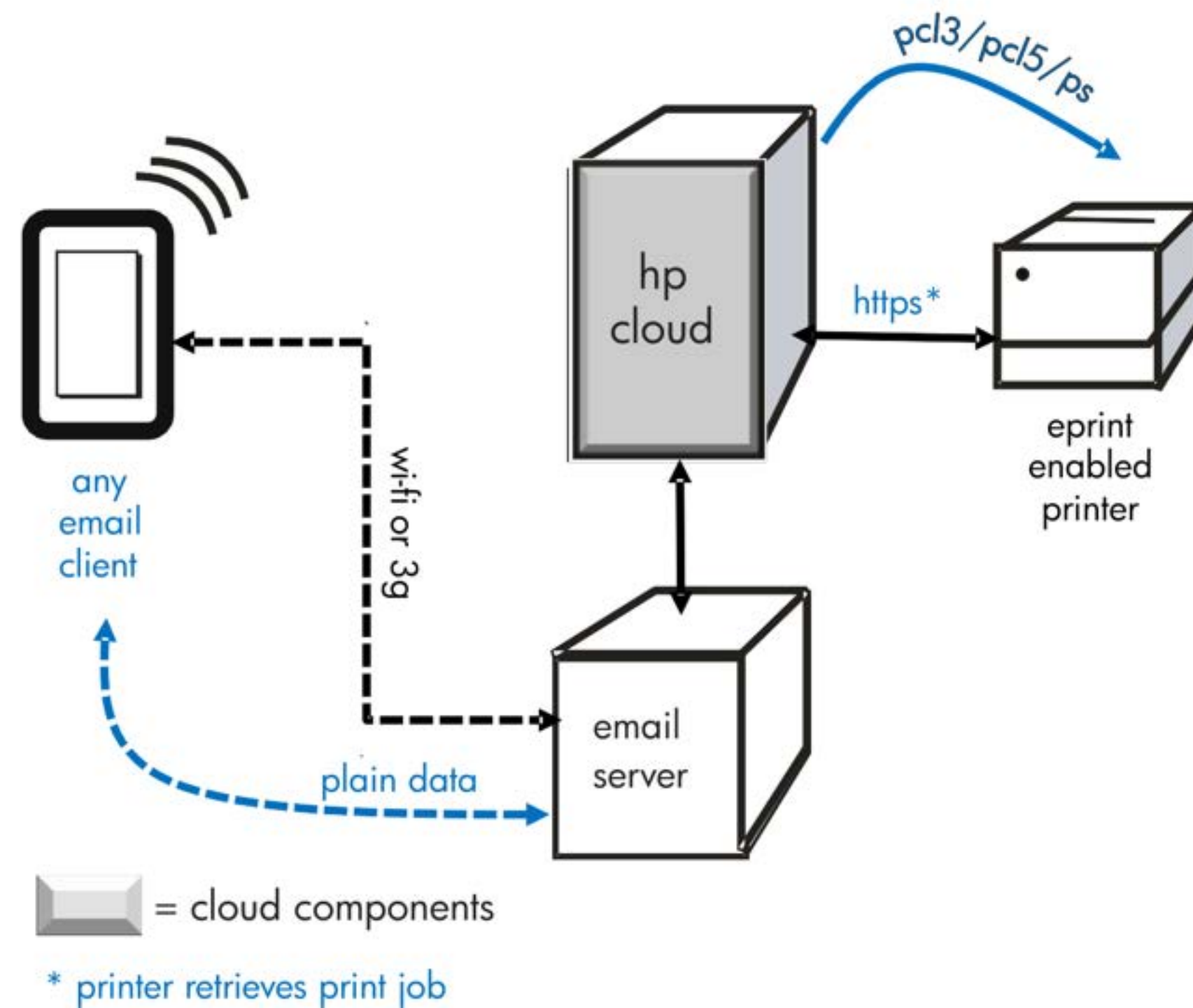
MY INFLUENCES

Hp smart printer

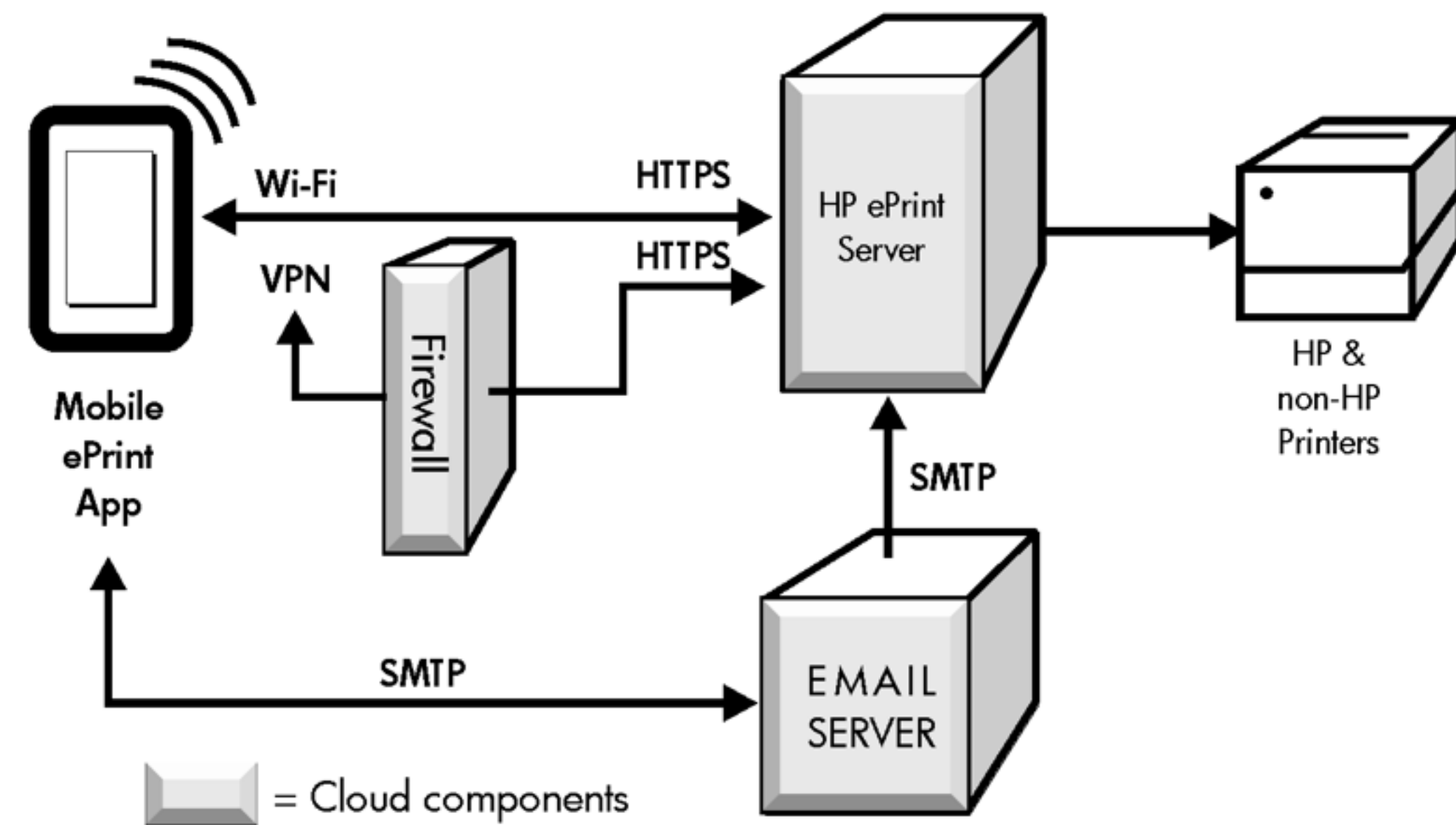


Hp smart printer

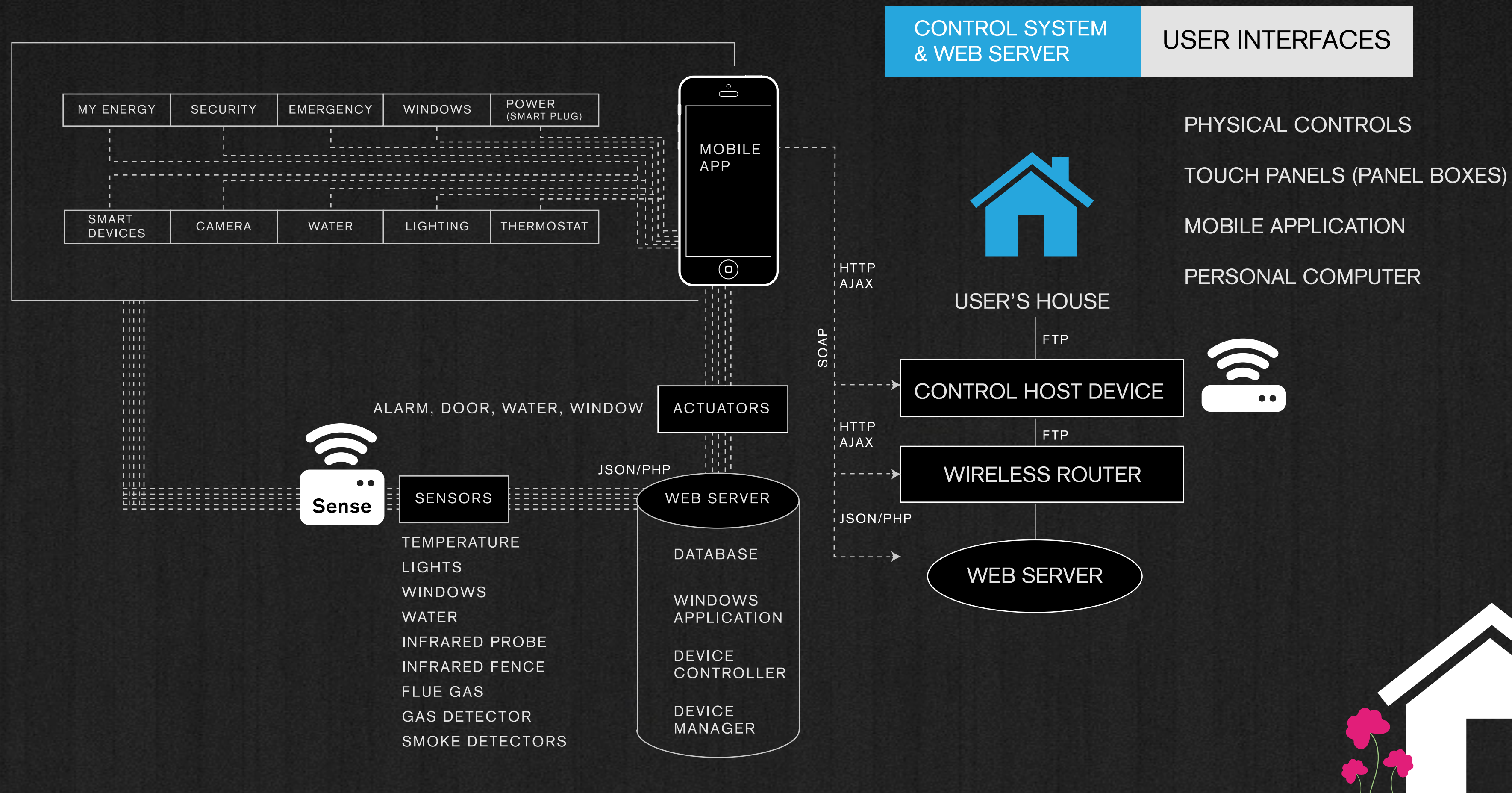
hp ePrint via email



HP ePrint Enterprise (iPhone or Android client)



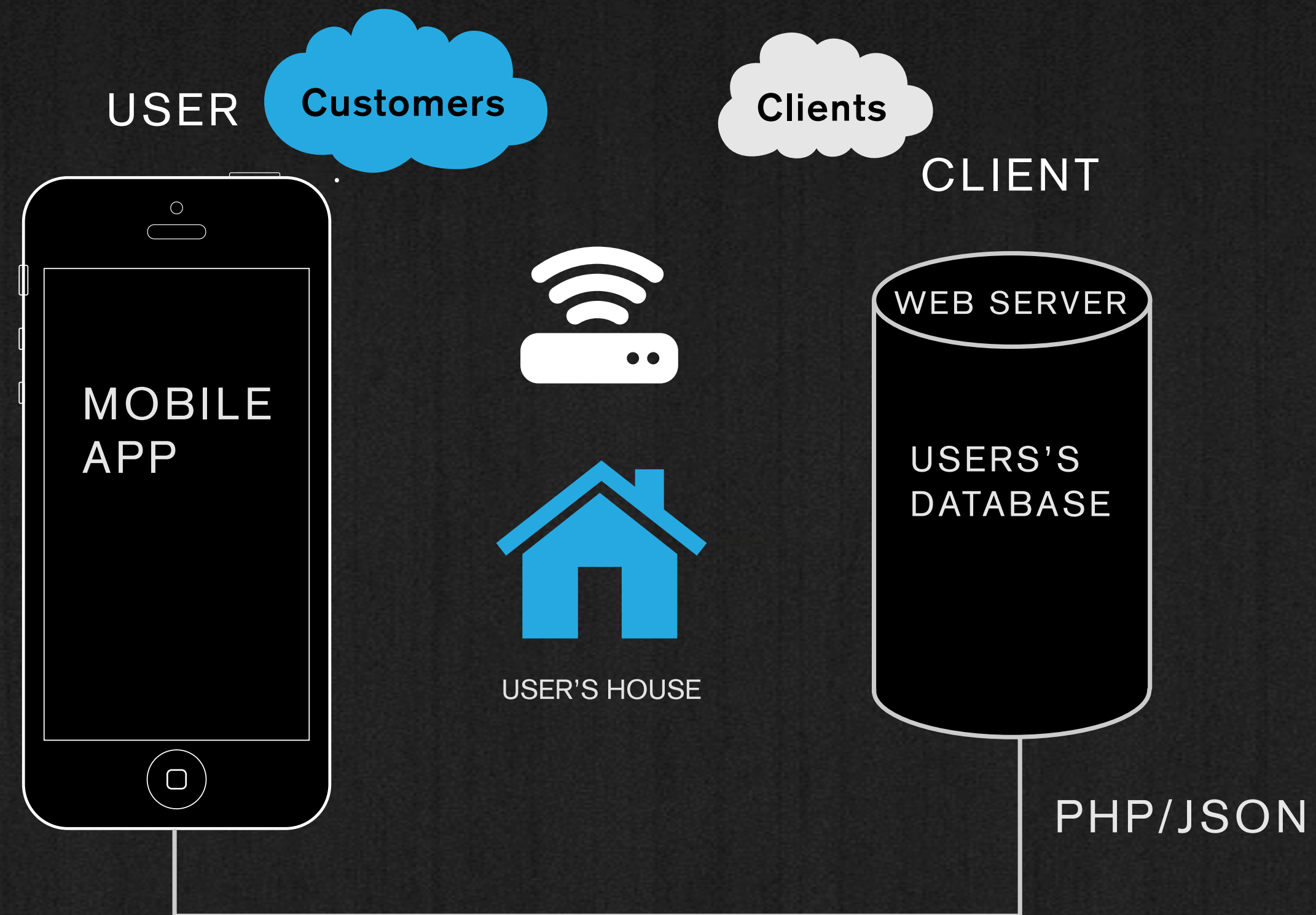
SMARTHOME TECHNOLOGY



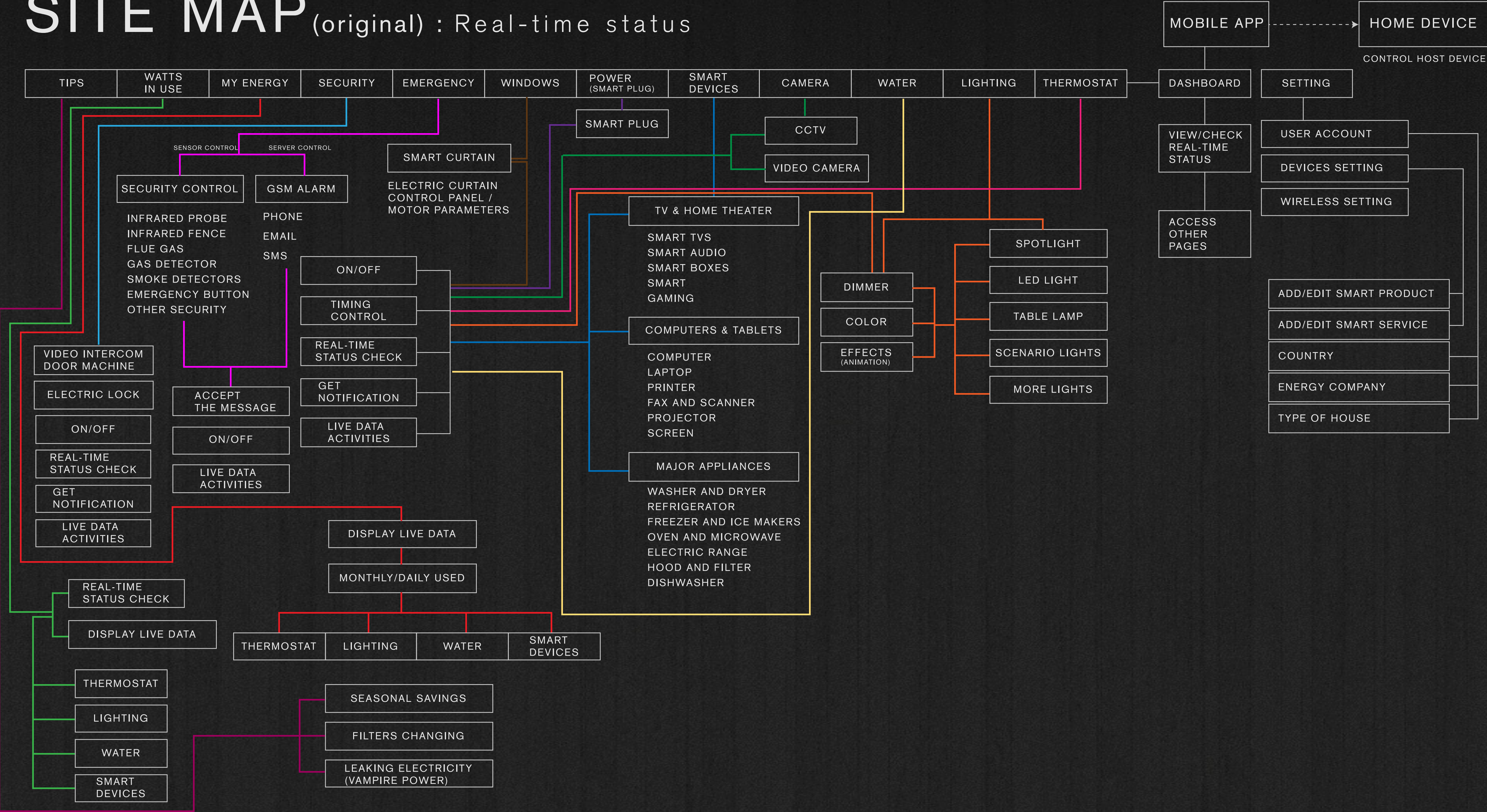
DEVELOPMENT ARCHIECTURE

PROTOTYPE FINAL DELIVERABLE

HTML,CSS,JAVASCRIPT
CHART LIBRARY, D3
JQUERY MOBILE

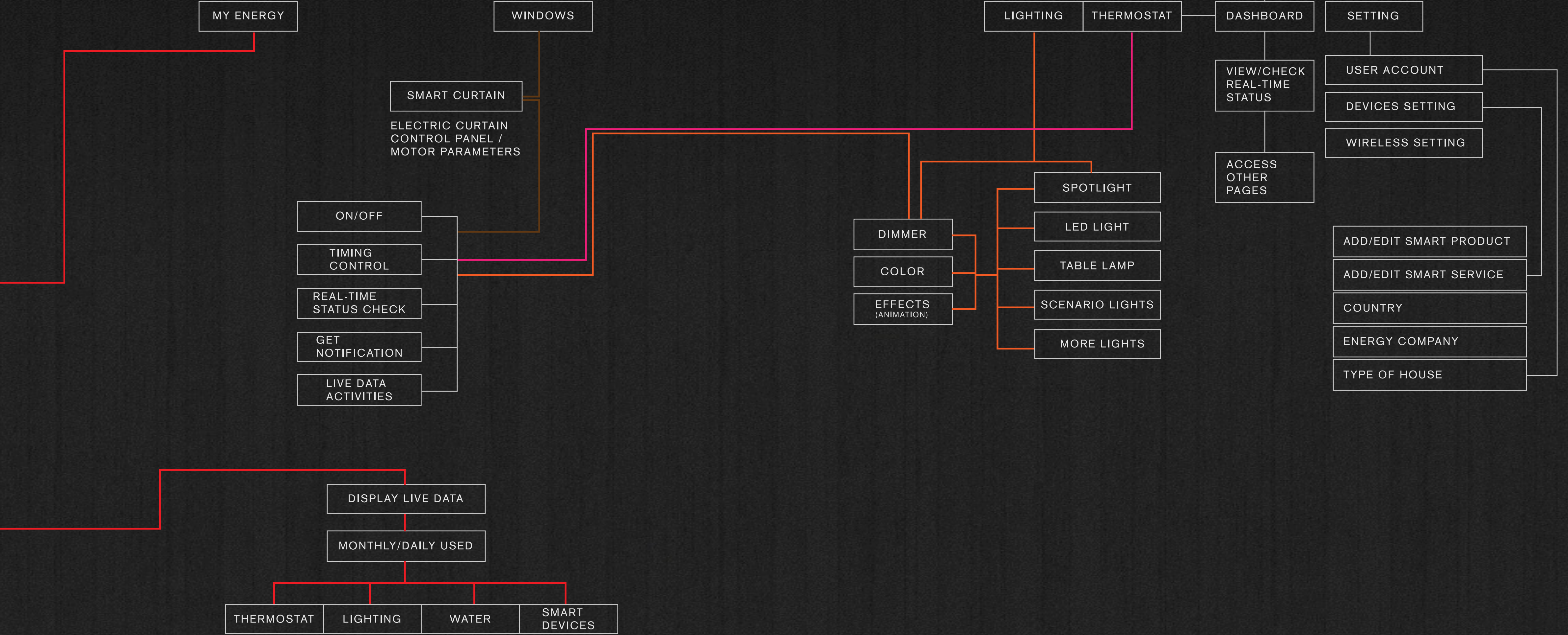


SITE MAP (original) : Real-time status



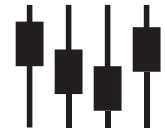
SITE MAP


(final deliverable) : Real-time status

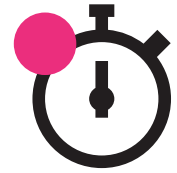


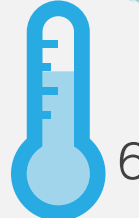
●●●●● AT&T

12:34 PM




 home







68°
● thermostat




3/13
● lighting




● water




● camera




● smart devices




● power




emergency



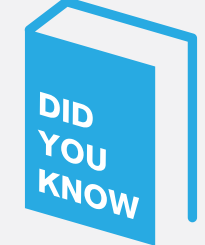
● security



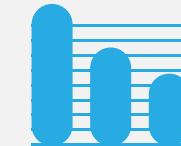
● windows



60 watts in use



tips



my energy

Real-time status

● sleeping

● working

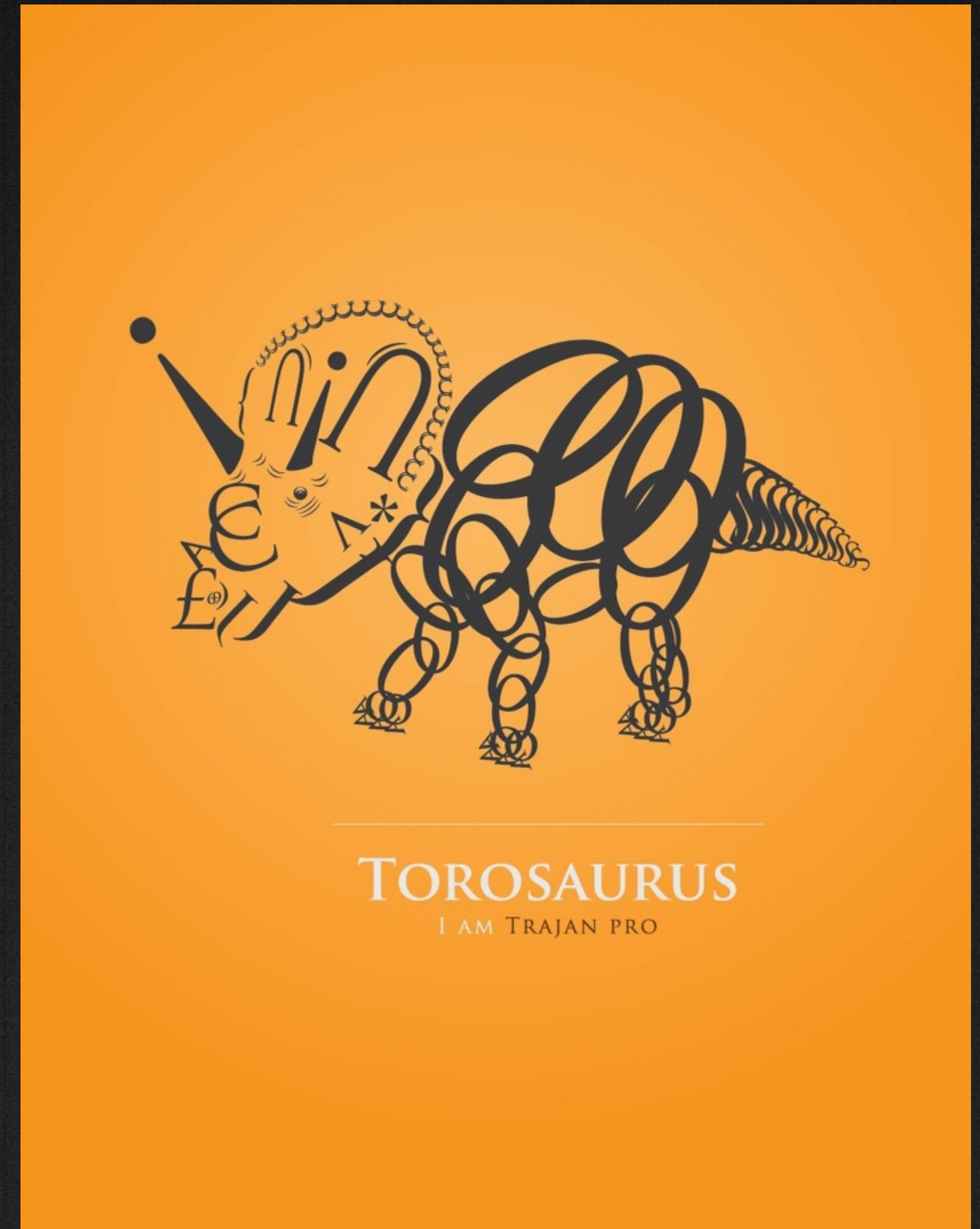
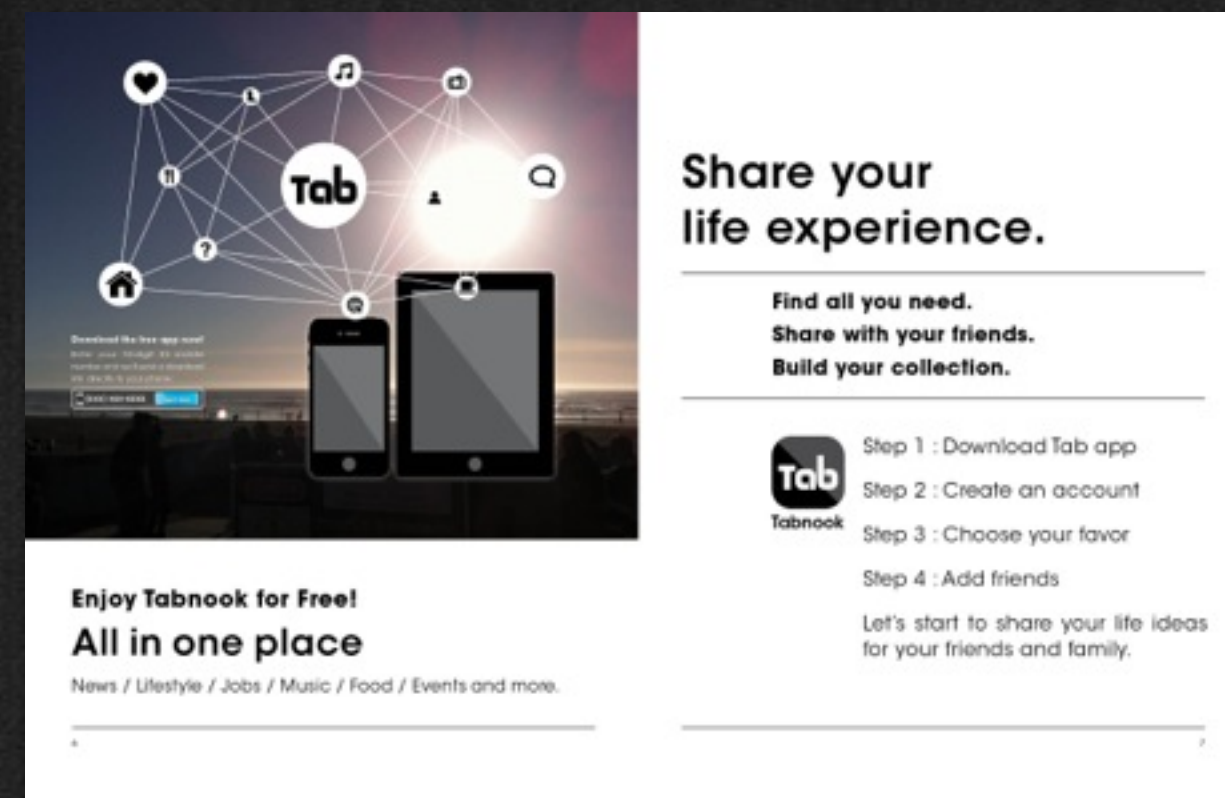
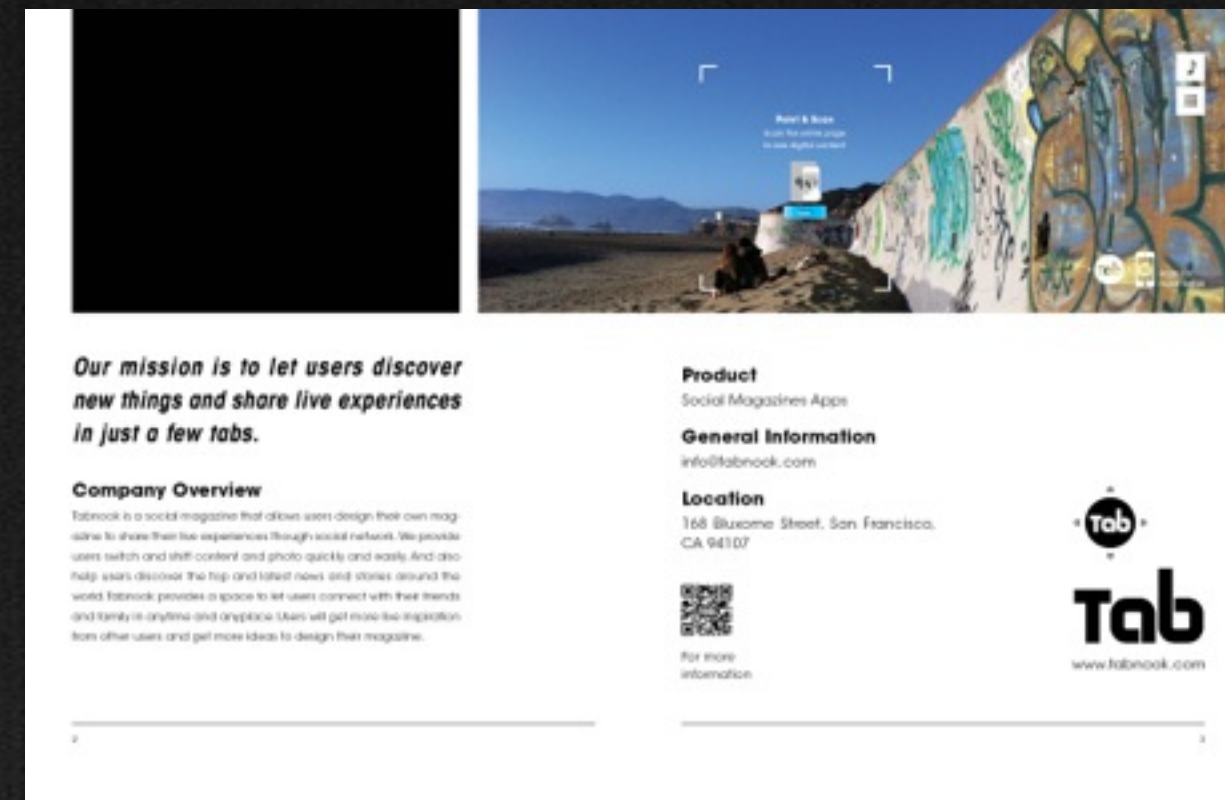
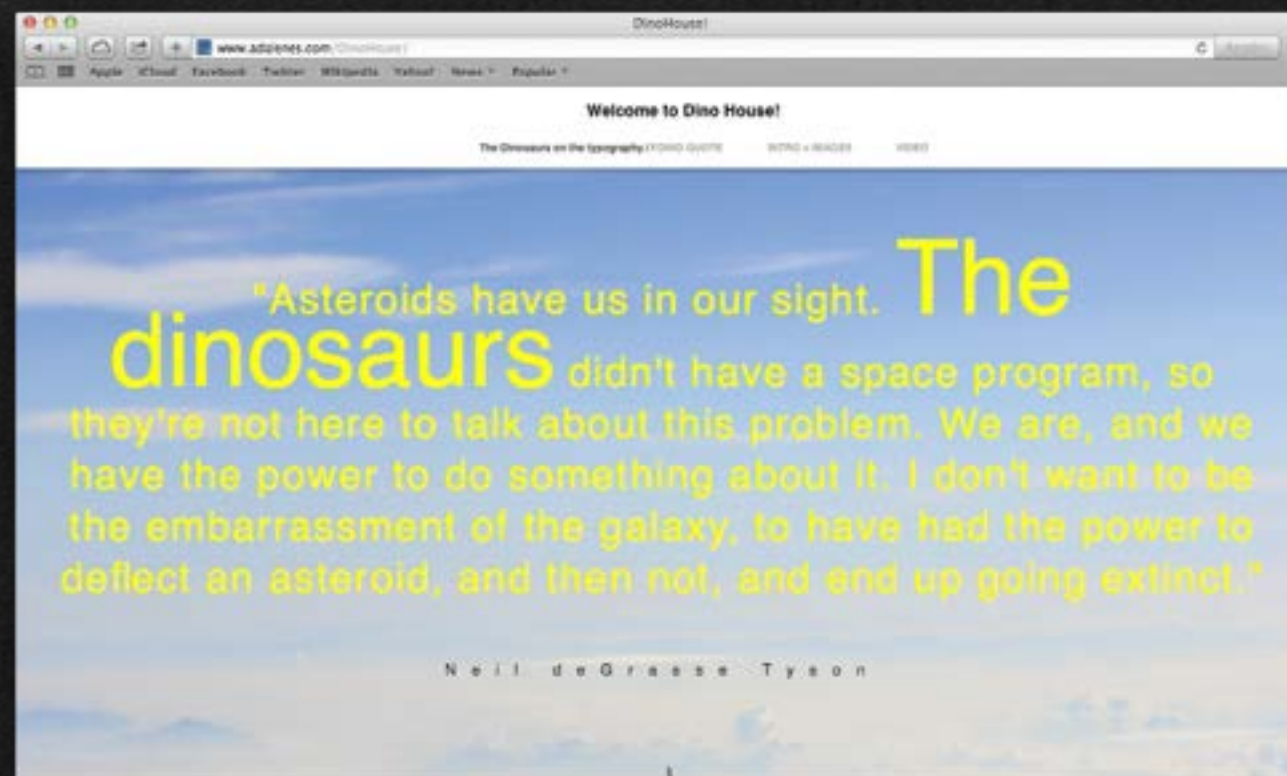
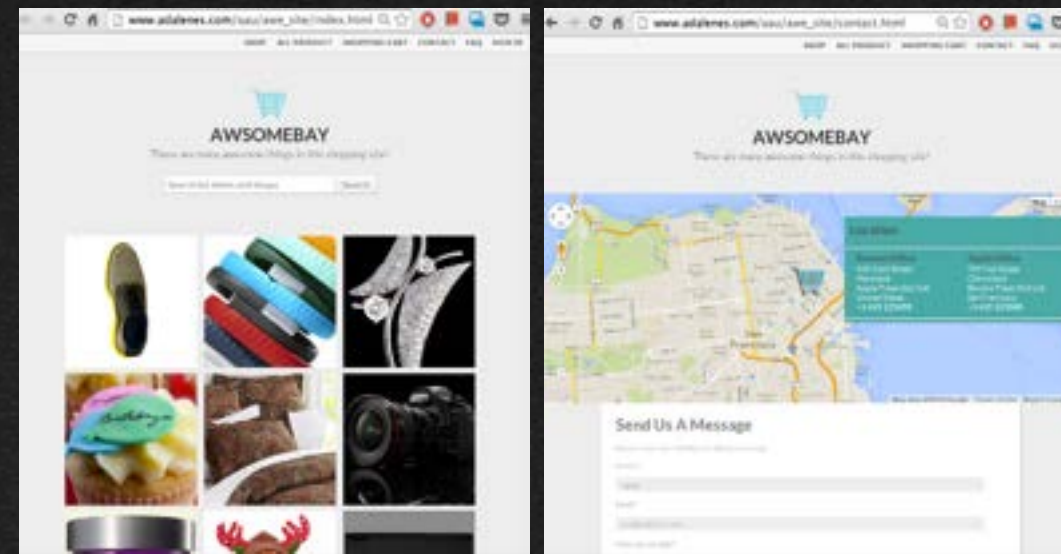
● notice



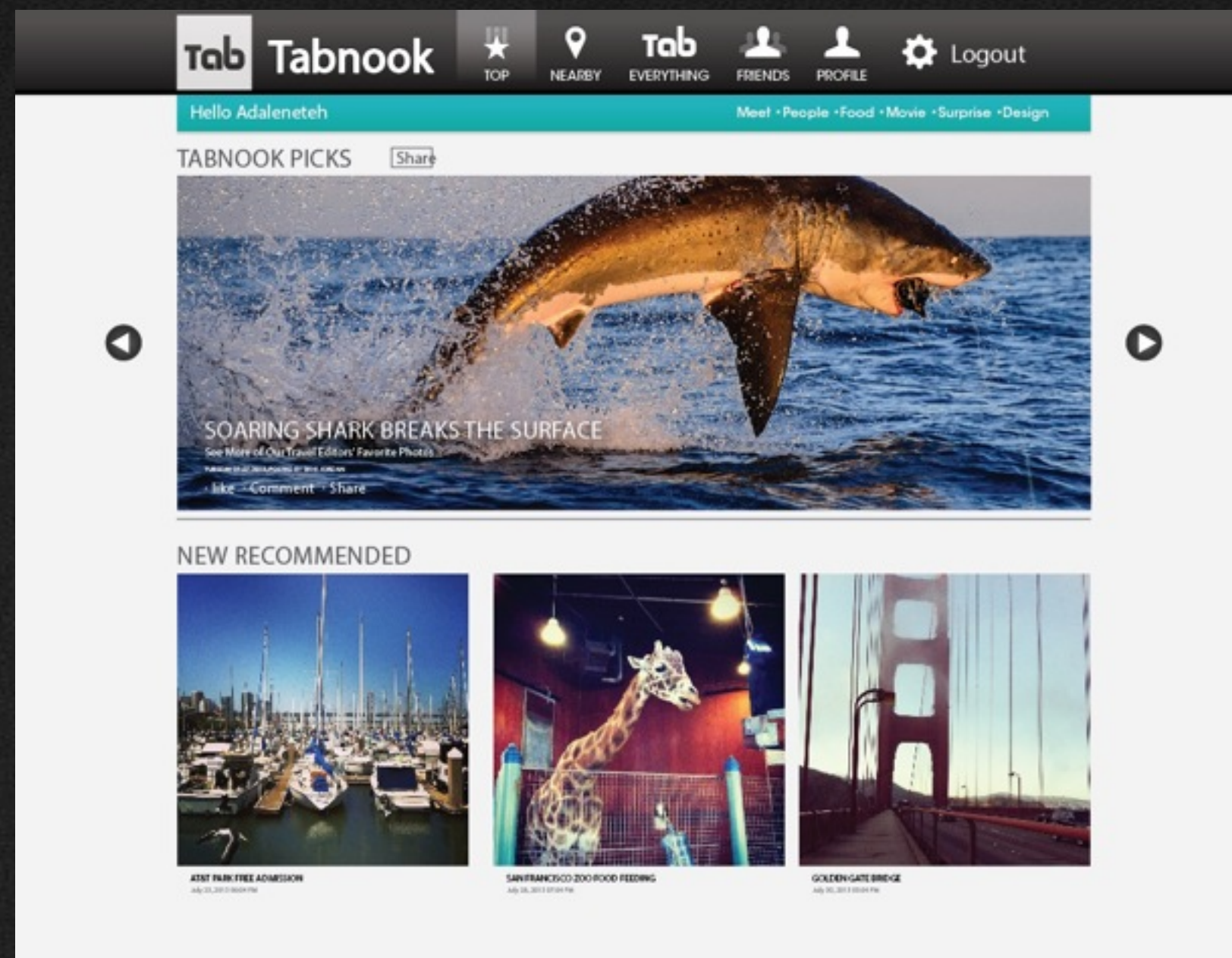
ACADEMY *of* ART
UNIVERSITY

FOUNDED IN SAN FRANCISCO 1929

PORTFOLIO



HTML,CSS
JAVASCRIPT
JQUERY UI
PHP & JSON



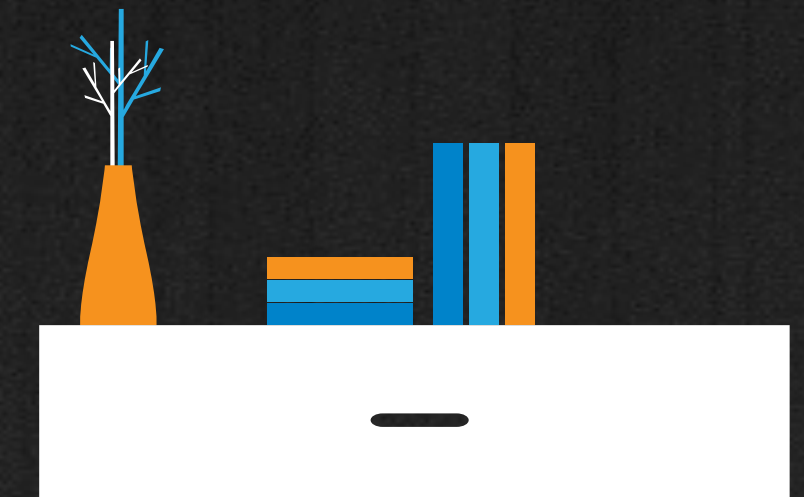
TYPOGRAPHY

VISUAL HIERARCHY

GRID SYSTEM

COLOR

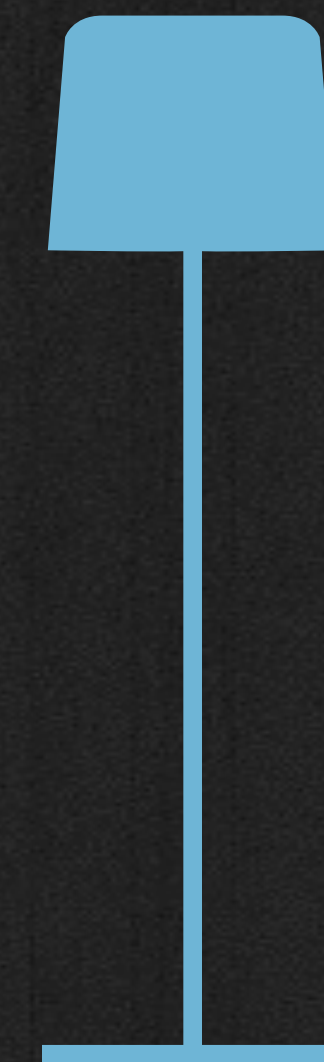
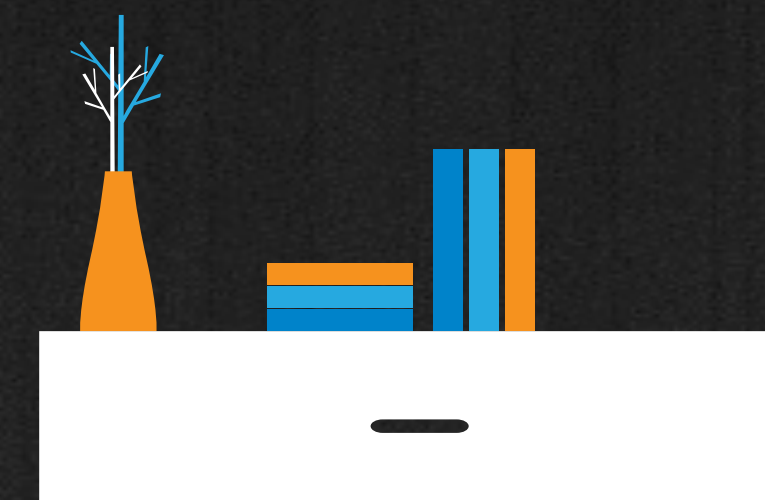
TIMELINE



| | | |
|--|---|---|
| 2014 SUMMER INTERSESSION JAN 06- JAN24 | GLA 601: THE RENAISSANCE ART WORLD & ITS CLASSICAL ORIGINS | Prepare Midpoint Review |
| SUMMER 2014 JUNE16- AUG 06 | WNM 618 WEB TECH 2 WNM 663 ADV. MOTION GRAPHIC | Present Midpoint Review Proof of Concept Refine Concept |
| FALL 2014 SEP 4- DEC 20 | WNM 801 DS: USER EXPERIENCE WNM 801 DS: SCRIPTING MOBILE APPLICATIONS WNM 900 MS: INTERNSHIP: FOR INTERNATIONAL STUDENTS WNM 250 WEB DESIGN 2 (ELECTIVE) -UNDERGRADUATE/ONLINE | User Interface Usability Testing Develop the app |
| SPRING 2015 JAN XX- MAYXX | WNM 801 DS: SCRIPTING INTERACTIVITY & WEB SERVICES WNM 801 DS: RESPONSIVE WEB WNM 801 DS: VISUAL DESIGN GLA 676: PROFESSIONAL PRACTICES FOR DESIGNERS & ADVERTISERS (ELECTIVE) | Usability Testing Develop the app Visual Design |

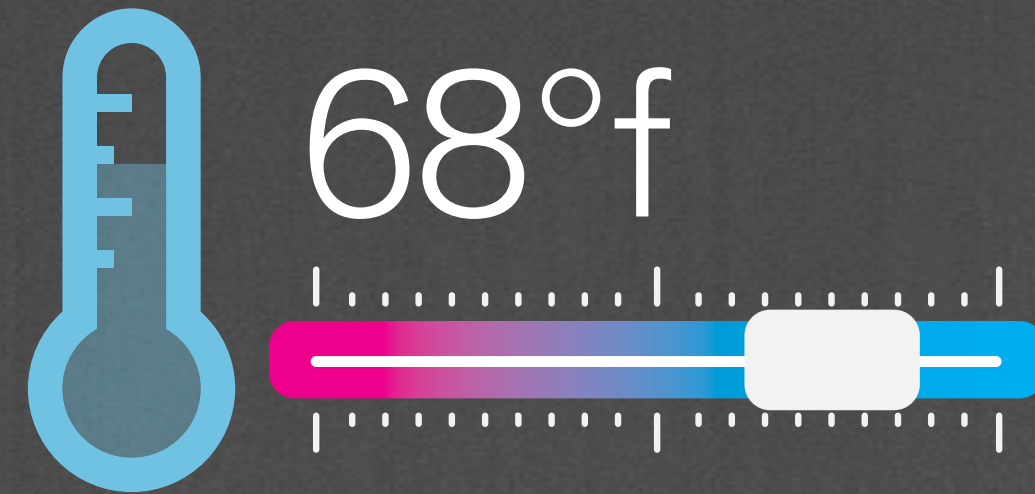


CONCLUSION



homepilot

Your home in the palm of your hand



Monitor
your home
environment

Windows Setting
3 windows are opened right now



Track
your home
environment

ENERGY BILLS



AUGUST 13, 2015

\$140.00

SEPTEMBER 13, 2015 **\$120.00**

Total energy save 20% (\$20.00)

September 2015

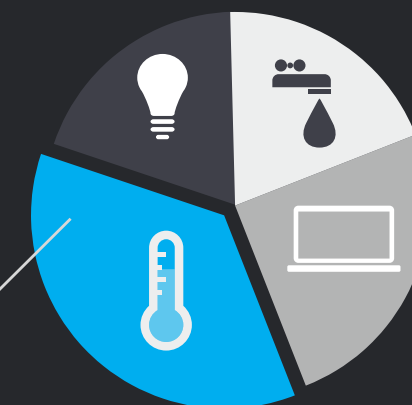
This month energy used



S M T W T F S

TODAY

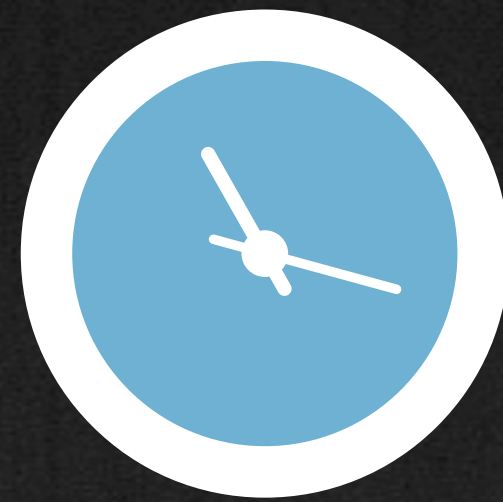
AVG \$10



BENEFITS OF HOME PILOT



Save Money



Save Time



Happy Earth



Away from home



Protect your home



THANK YOU!